

# California Travel Impacts by County, 1992-2003

*2004 Preliminary State Estimates*

March 2005



A Joint Marketing Venture of the California Travel and Tourism Commission  
and the Business, Transportation and Housing Agency, Division of Tourism



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## TABLE OF CONTENTS

<b>List of Tables and Figures</b>	<b>iii</b>
<b>Preface</b>	<b>v</b>
<b>I Introduction</b>	<b>1</b>
Revisions to Impact Estimates	1
Types of Travel Impacts Included	1
Transportation Impacts	2
Direct and Secondary Impacts	2
Impact Categories	2
Visitor Categories	3
Interpretation of Impact Estimates	3
<b>II National Travel Trends</b>	<b>5</b>
<b>III State Travel Impacts</b>	<b>9</b>
Impacts of Travel in California: A Summary	9
Recent Travel Trends in California	10
International Travel to California	12
Employment and Earnings	13
Tax Revenues	14
Gross State Product	15
<b>IV County Travel Trends</b>	<b>19</b>
<b>V Transient Occupancy Tax Receipts</b>	<b>87</b>
<b>VI Appendices</b>	<b>107</b>
A Regional Travel Impact Model Methodology	109
B Definition of Terms	111
C Travel Impact Industries matched to 1997 NAICS	113



## LIST OF TABLES AND FIGURES

### **National Travel Trends**

Travel Spending US, 1998-2004e	5
US Domestic Passenger Air Enplanements, 1996-2004e	6
US Payroll Employment, 1994-2004e	7
US Domestic Travel-Generated Employment, 2003	7

### **State Travel Impacts**

Direct Travel Impacts, 1992-2004p (summary)	10
Spending Adjusted for Inflation, 1992-2004p	11
Domestic Air Arrivals to California, Visitors only	11
Domestic & International Travel Spending in California	12
Overseas Arrivals to California Ports of Entry	12
Industry Earnings and Employment, 2004p	13
Tax Revenues, 2004p	14
Travel Spending and Gross State Product, 2004p	15
Travel Impacts, 1992-1998 (detail)	16
Travel Impacts, 1999-2004p (detail)	17

### **County Travel Impacts**

Summary Tables	20-27
Detailed Tables	28-85

### **Transient Occupancy Tax Receipts**

California TOT Receipts, 1992-2004 Fiscal Years	87
TOT Receipts by County, 1993-2004 Fiscal Years	88-89
TOT Receipts by Jurisdiction, 1993-2004 Fiscal Years	90-106





## PREFACE

The purpose of this study is to document the economic significance of the travel industry in California from 1992 through 2003 and to provide preliminary estimates for 2004. These findings show the level of travel spending by those traveling to and through the state, and the impact this spending has on the economy in terms of the earnings, employment and tax revenue.

This study was prepared for California Tourism. Special thanks are due to Tiffany Urness, Research Manager for her support and assistance.

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## **I. INTRODUCTION**

This report describes the economic impacts of travel to and through the California from 1992 to 2004. The estimates for 2004 are preliminary and subject to revision. These estimates of the direct impacts associated with traveler spending in California were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the California travel industry were derived from various local, state, and federal sources. A primary objective of this research is to provide reliable, detailed figures that allow comparisons from year-to-year at the state and county levels. A description of the RTIM methodology is included in Appendix A.

### **REVISIONS TO IMPACT ESTIMATES**

The primary revision to this year's report concerns the treatment of air transportation impacts. Previous estimates of air transportation did not distinguish among air impacts related to visitor arrivals to California, return trips of California residents, and pass-through or connecting travelers. In this report, a distinction is made between visitor arrivals and resident and connecting travel. The visitor portion of air transportation is now included in the visitor impacts for a particular destination. The remaining air impacts (primarily resident travel) and spending on travel arrangement services are now included in the "Other Travel" category. These changes in the treatment of air transportation are primarily significant for metropolitan counties that have major airports. At the state level also, visitor spending is greater than previously reported because of the inclusion of the visitor portion of airfares.

### **TYPES OF TRAVEL IMPACTS INCLUDED**

Most of the travel that occurs in California is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical, or educational purposes. All trips to California by U.S. residents and foreign visitors are included. The travel of California residents to other destinations within California is included, provided that it is neither commuting nor other routine travel. Travel to non-California destinations by California residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

## TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations. This is a reflection of the interdependencies of the visitor industry.<sup>1</sup>

## DIRECT AND SECONDARY IMPACTS

Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Indirect and Induced impacts (or “multiplier” effects) of the additional spending of businesses and employees are not included.

## IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable excise taxes paid by the traveler at the point of sale.
Total Earnings	The earnings (wage and salary disbursements, earned benefits, and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Tax receipts collected by counties and municipalities, as levied on applicable travel-related purchases. Includes local sales taxes and transient occupancy taxes.
State Tax Receipts	State excise taxes such as sales and gasoline taxes attributable to travel expenditures, and income taxes levied on travel industry firms and employees.

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<sup>1</sup> Spending on airfares to California are generally allocated to the counties in which air transportation employment occurs. The only exception is for San Francisco and San Mateo counties. Visitor airfares attributable to SFO airport are allocated to San Francisco visitor spending, even though the airport is located in San Mateo county.

## VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel/B&B Guest	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Private Camper	Travelers staying in a privately owned (i.e., commercial) campground.
Public Camper	Travelers staying in a publicly managed campground such as those managed by the state or federal government.
Private Home Visitor	Travelers staying as guests with friends or relatives.
Vacation Home Visitor	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in California.

## INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

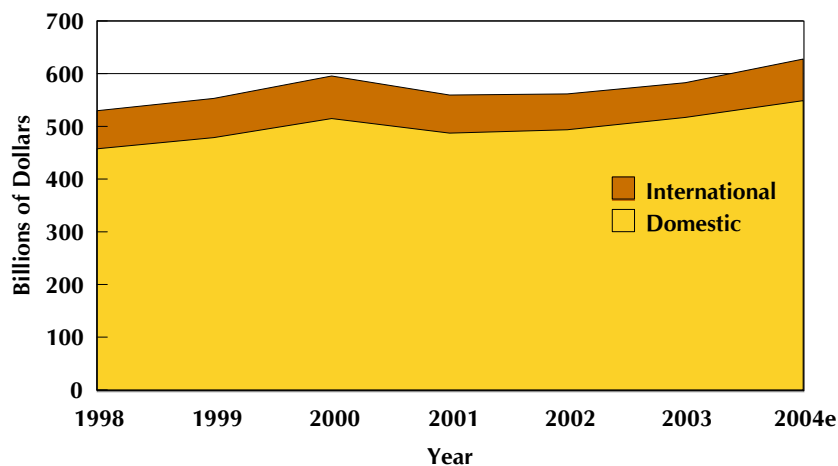
- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of the graph on page 11.
- The employment estimates in this report are estimates of the total number of full- and part-time number of jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment is included in these estimates.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.



## II. NATIONAL TRAVEL TRENDS

Projected travel spending by domestic and international visitors in 2004 will exceed \$620 billion, based on estimates prepared by the Bureau of Economic Analysis and Dean Runyan Associates. This represents a 6.5 percent increase over 2003. Spending by international visitors in the United States will increase by more than 20 percent over the preceding year. The recent decline in the value of the American dollar should provide an additional impetus to spending by foreign visitors in the United States. Conversely, it may well discourage foreign travel by American residents.

**Travel Spending in U.S.**  
(\$Billions)

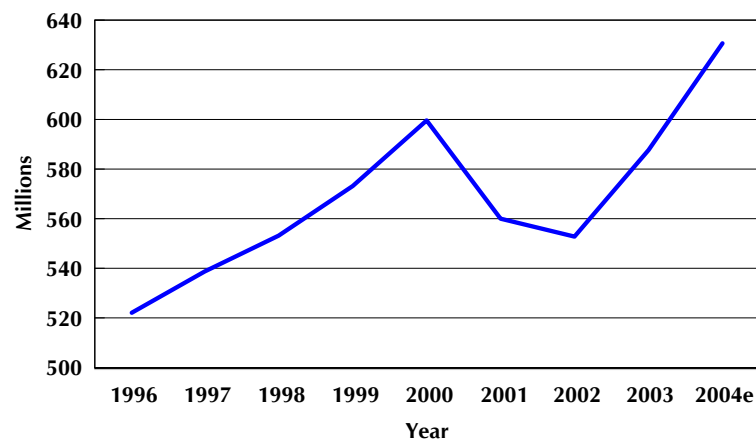


	Domestic	International	Total
1998	459	71	530
1999	480	75	555
2000	515	82	598
2001	488	72	560
2002	495	67	562
2003	518	65	583
2004e	551	79	629
Average Annual Percentage Change			
98-04e	3.1	1.6	2.9
03-04e	6.3	20.8	7.9

Source: Bureau of Economic Analysis Travel and Tourism Satellite Accounts, International Trade Administration (U.S. Department of Commerce) and Dean Runyan Associates. Domestic and international spending estimates for 2004 based on first 3 quarters of year.

The increase in travel spending is reflected in U.S. domestic passenger air enplanements. Nationally, visitors that travel to their destination by air currently account for about one-fourth of all visitor-days, not including day trips. These visitors also tend to spend more than other visitors, because of both the cost of air fares and because air travelers tend to spend more on other travel-related purchases, such as accommodations, food, and entertainment. To a considerable extent, the rebound in travel spending is a consequence of the recent increase in passenger air traffic.

### U.S. Domestic Passenger Air Enplanements



Source: Bureau of Transportation Statistics (U.S. Department of Transportation). T-100 domestic market data. Estimate for 2004 based on January through November enplanements.

Unfortunately, the increase in overall visitor spending has not yet resulted in an equivalent increase in travel-generated employment. First, the structure of the airline industry is changing as low cost carriers are continuing to capture more market share. Even though domestic air passenger traffic increased by 7.4 percent over the first 11 months of 2004, employment in the Scheduled Air Transportation industry actually declined by 3.0 percent for the year. Secondly, many employers are likely to increase the hours of existing workers rather than add new employees. This is true in the lodging industry, where excess capacity in the first years of this decade resulted in both declining occupancy rates and lower room rates.

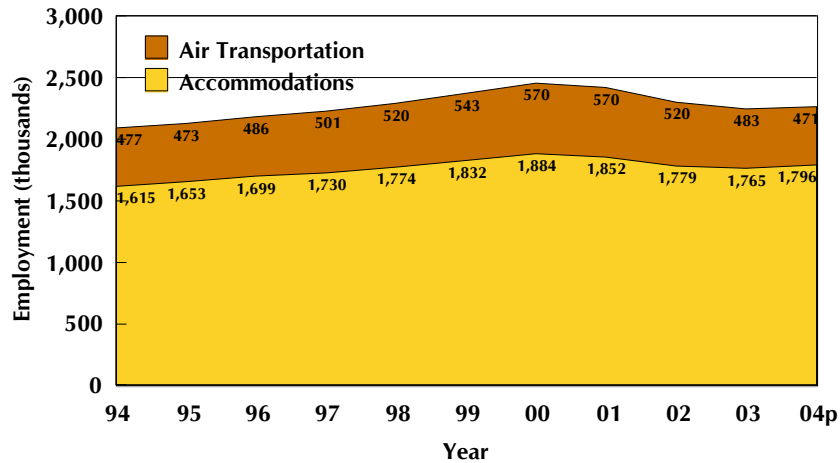
Recent employment trends in the two most travel-intensive industries, accommodations and air transportation, are shown on the following page. Together, these two industries currently comprise over one-third of all travel-generated employment in the United States<sup>2</sup>

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<sup>2</sup> Total travel-generated employment estimates are not shown here, as the 2004 estimates from the Bureau of Economic Analysis are available only for the first two quarters of that year.

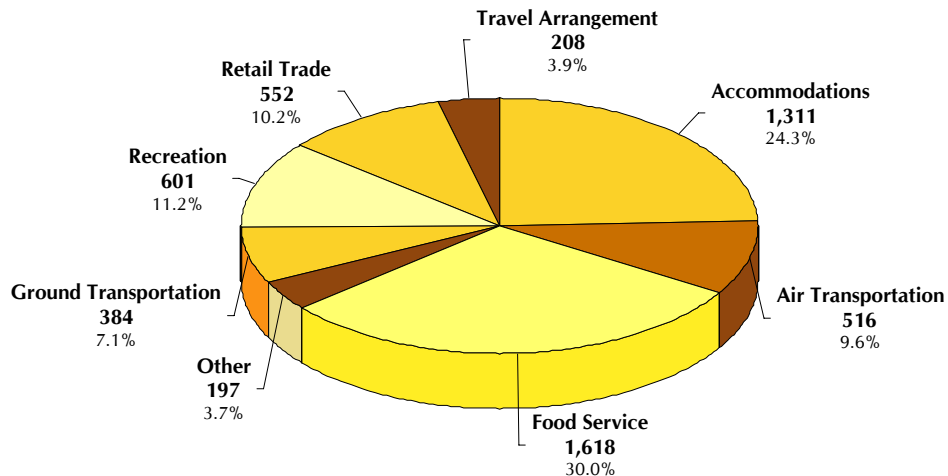


### United States Payroll Employment Accommodations and Scheduled Air Transportation



Source: U.S. Bureau of Labor Statistics, Current Employment Survey. Estimates for 2004 are preliminary.

### United States Domestic Travel-Generated Employment, 2003 (thousands)



Source: Bureau of Economic Analysis Travel and Tourism Satellite Accounts (U.S. Department of Commerce).



### **III. STATE TRAVEL IMPACTS**

The multi-billion dollar travel industry in California is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in California produces business receipts at these firms, which in turn employ California residents and pay their wages and salaries. State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

#### **IMPACTS OF TRAVEL IN CALIFORNIA: A SUMMARY**

- Total direct travel spending in California was \$82.5 billion in 2004, a 7.4 percent increase over the preceding year. This is the second straight year of positive growth and the greatest increase since 2000.
- Spending by international visitors (\$12.9 billion) comprise more than 15 percent of all travel spending in the state.
- Much of the recent growth in travel spending was related to increased air travel. There were 31.6 million domestic visitors that traveled to California by air in 2004, an increase of 17 percent over 2003.
- During 2004, travel spending in California directly supported 892,600 jobs with earnings of \$26.5 billion. Travel spending generated the greatest number of jobs in food service (261,500), arts, entertainment and recreation (220,500 jobs), and accommodations (192,200).
- Visitors that stayed overnight in paid accommodations spent \$39.5 billion in 2004, or 56 percent of all visitor spending in the state.
- Travel spending in 2004 generated \$1.9 billion in local taxes and \$3.3 billion in state taxes, of which approximately \$500 million was tax revenue from motor fuel.
- In 2004, one hundred dollars (\$100) of travel spending generated \$32.13 of earnings, \$2.33 of local tax revenue, and \$3.97 of state tax revenue.
- In 2004, one travel-related job was generated for every \$92,400 in travel spending.
- All California counties benefit from travel spending, from Alpine county with estimated visitor expenditures of \$26.7 million (in 2003) to Los Angeles with \$17.9 billion.

## RECENT TRAVEL TRENDS IN CALIFORNIA

Total direct travel spending in California was \$82.5 billion in 2004. This represents a 7.4 percent increase over the preceding year. This is the strongest rate of increase since 1999-2000 (8 percent). In constant (inflation-adjusted) dollars, travel spending also surpassed the previous peak in 2000. (See graph, page 11.) Travel industry employment, however, still remains below the level attained in 2000. This is due to the fact that many businesses in the travel industry have been operating below capacity for several years. In addition, employment in the financially troubled airline industry has declined substantially in recent years with the structural shift to lower cost air carriers.

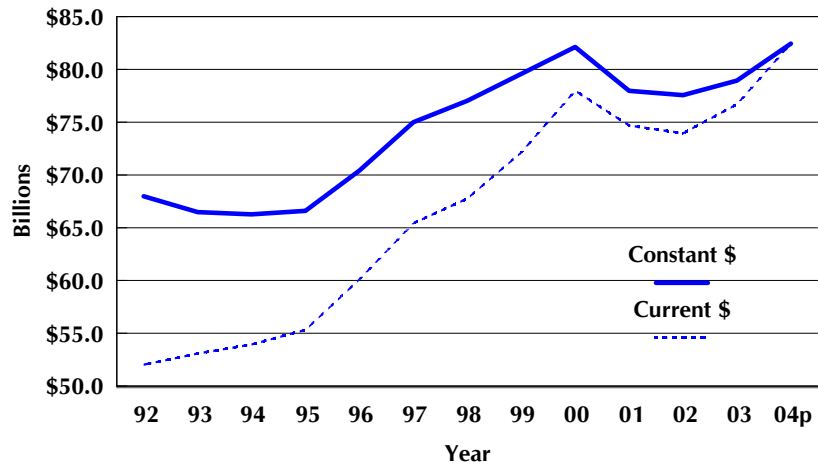
As is the case with the larger United States, much of the recent growth in travel activity in California was related to increased passenger air travel. The number of domestic visitors (31.6 million) that traveled to California by air in 2004 exceeded the previous peak in 2000 (29.6 million). Visitor domestic air travel to California increased by 17 percent from 2003 to 2004. (See graph, page 11.)

### California Direct Travel Impacts, 1992-2004p

	Spending	Earnings	Employment	Tax Receipts (\$Billion)			
	(\$Billion)	(\$Billion)	(Thousand)	Local	State	Federal	Total
1992	52.1	16.2	765	1.0	2.0	2.9	5.9
1993	53.1	16.4	765	1.1	2.1	2.9	6.0
1994	54.0	16.8	789	1.1	2.1	2.9	6.1
1995	55.4	17.3	805	1.2	2.2	2.9	6.3
1996	60.2	18.6	841	1.3	2.4	3.1	6.8
1997	65.5	20.1	880	1.5	2.6	3.3	7.4
1998	67.8	21.4	884	1.6	2.8	3.4	7.7
1999	72.2	22.9	921	1.7	2.9	3.6	8.2
2000	78.0	24.7	935	1.8	3.1	3.9	8.8
2001	74.7	24.1	868	1.7	3.0	4.1	8.8
2002	74.0	24.4	850	1.7	3.0	4.2	8.9
2003	76.8	25.1	871	1.8	3.1	4.2	9.1
2004p	82.5	26.5	893	1.9	3.3	4.5	9.7
<i>Annual Percentage Change</i>							
03-04p	7.4	5.6	2.5	7.6	5.3	8.3	7.2
92-04p	3.9	4.2	1.3	5.4	4.1	3.7	4.2

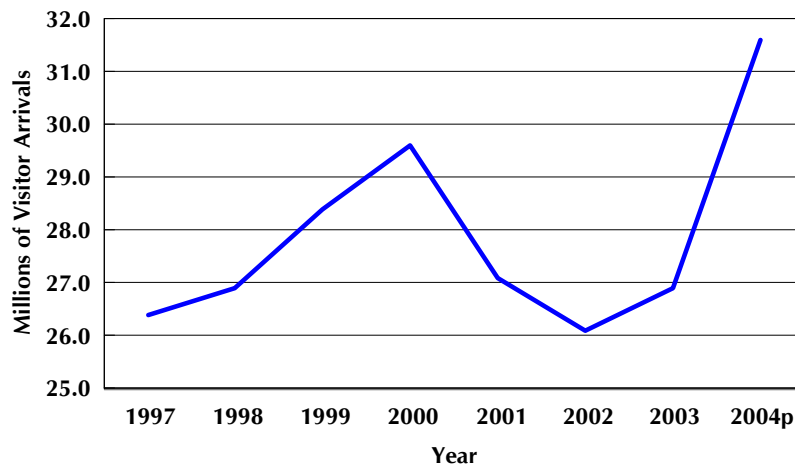
Estimates for 2004 are preliminary. All previous estimates have been revised. Earnings include payroll, other earned income and proprietor income. Employment includes payroll employees and proprietors. \*Annual Change for 1992-2004p is the average annual percentage change.

### Direct Travel Spending in California Adjusted for Inflation



Note: Travel spending was deflated by a composite of price indices for the West Urban CPI and room rates reported by Smith Travel.

### Domestic Air Arrivals to California, 1997-2004p Visitors Only



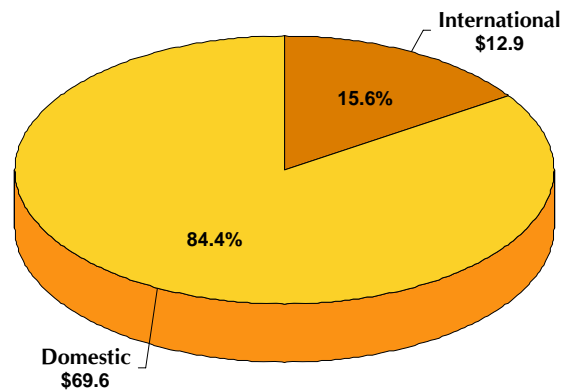
Source: Dean Runyan Associates and Bureau of Transportation Statistics (U.S. Dept. of Transportation).

Note: These estimates are for visitor arrivals only. They do not include return travel of California residents or connecting flights normally reported in air passenger statistics. Preliminary estimates for 2004 are based on January through November data.

## INTERNATIONAL TRAVEL TO CALIFORNIA

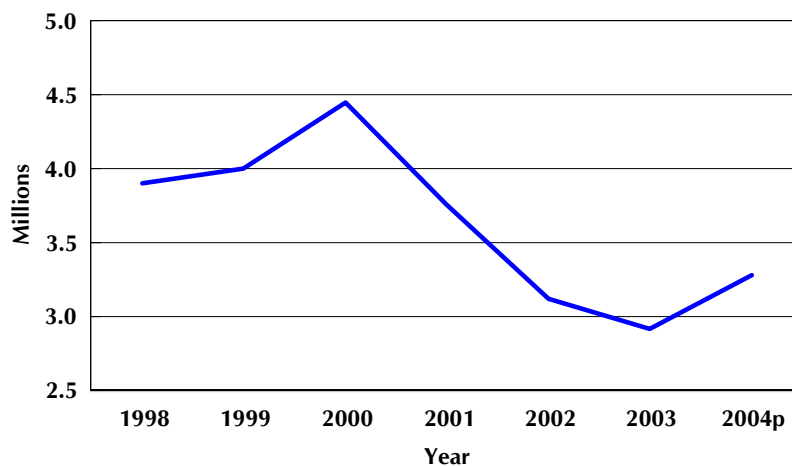
International visitors (visitors from overseas, Canada and Mexico) comprise a significant segment of total travel spending in California. In 2004, international visitors spent \$12.9 billion in California. This represents more than 15 percent of all travel spending in the state. Although overseas travel to California increased somewhat in 2004 (see line graph, below), overseas arrivals are still below the peak attained in 2000. This is similar to the nation as a whole (see page 5 in preceding section).

**Domestic and International Travel Spending  
in California, 2004p**



Sources: Dean Runyan Associates, International Trade Administration and Bureau of Economic Analysis.

**Overseas Arrivals at California Ports of Entry**



Sources: Dean Runyan Associates and Office of Immigration Statistics (U.S. Dept. of Homeland Security). Totals are sum of LA and SF Ports of Entry. Estimate for 2004 based on January-November data.

## EMPLOYMENT AND EARNINGS

Detailed earnings and employment estimates for the state are shown in the following table. This table provides estimates of industry subsectors not shown in the California Travel Impact tables on pages 16 and 17, as well as estimates of average annual earnings for each industry.<sup>3</sup>

### Direct Travel-Generated Earnings and Employment California, 2004p

Industry	Earnings (Millions)	Employment (Thousands)	Ave. Annual Earnings
Accommodations & Food Service	\$12,841	504.0	\$25,480
Accommodations	\$5,871	192.2	\$30,550
Food Service	\$5,686	261.5	\$21,750
Other Accom & Food Serv*	\$1,284	50.4	\$25,480
Arts, Entertainment & Recreation**	\$6,486	220.5	\$29,420
Performing Arts, Spectator Sports	\$2,791	89.4	\$31,200
Museums, Hist. Sites, Zoos, Nature Parks	\$244	4.2	\$58,190
Amusement, Gambling, Golf, Ski	\$1,505	60.7	\$24,800
Other Entertain. & Rec.	\$1,946	66.1	\$29,420
Retail	\$2,570	89.5	\$28,710
Food & Beverage Stores	\$281	9.0	\$31,300
Gasoline Stations	\$337	11.1	\$30,500
Other Retail***	\$1,952	69.5	\$28,090
Air Transportation	\$3,531	48.4	\$72,880
Travel Arrangement Services	\$584	15.3	\$38,060
Local Transportation	\$480	14.8	\$32,420
Auto Rental	\$335	9.9	\$33,730
Other Local Transportation	\$145	4.9	\$29,750
All Direct Travel-Generated	\$26,491	892.6	\$29,680

Note: \*Other Accommodations & Food Services includes real estate management services and government.

\*\*Entertainment and cultural/outdoor recreation are included in this category. Other Entertainment & Recreation subcategory includes government enterprises.

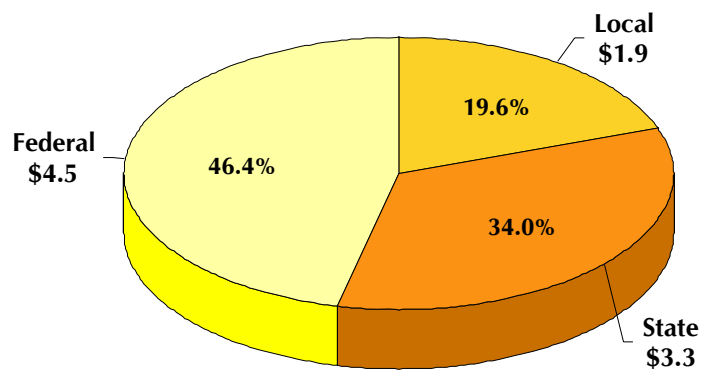
\*\*\*Other Retail includes general merchandise stores; clothing stores; sporting goods stores; hobby, book and music stores; and miscellaneous retail stores.

<sup>3</sup> The industry categories correspond to the NAICS scheme (see Appendix C). The industry estimates provided here generally correspond to the employment and earnings series reported by the U.S. Bureau of Economic Analysis' Regional Economic Information System (REIS), with some exceptions. Government employment is included in the industry categories listed here, whereas it is reported separately under REIS. This is particularly important for the arts, entertainment and recreation category. In addition, the accommodation and food services industry, as defined here, includes real estate management services associated with commercial lodging and vacation home rentals. Finally, because the estimates of travel-generated earnings and employment are derived from the *spending* reported by visitors on *commodities*, there will necessarily be some divergence from earnings and employment as reported by *industry*.

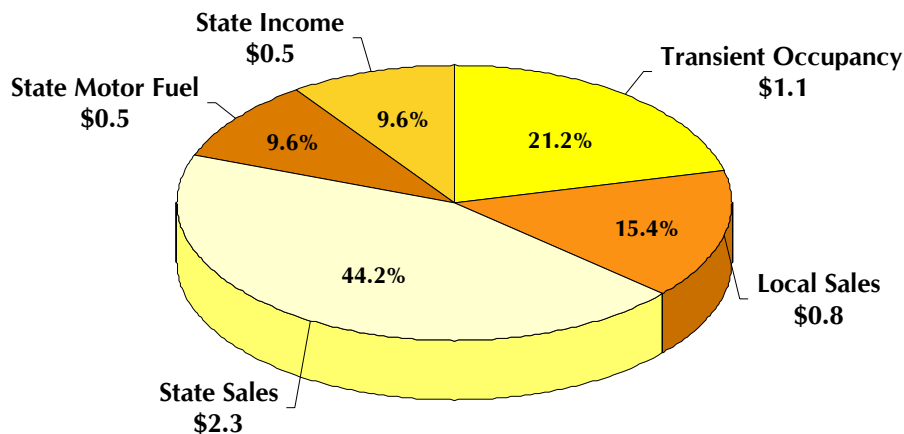
## TAX REVENUES

Travel spending generates local, state, and federal tax revenues. For each \$100 spent by visitors in California, \$11.75 is generated in local, state and federal taxes. The types of local and state taxes are shown below. Federal taxes include payroll and income taxes on individuals, motor fuel excise taxes and airline ticket taxes.

**Local, State & Federal Taxes Generated  
by Travel Spending in California, 2004p**  
(\$Billions)



**Local & State Taxes Generated  
by Travel Spending in California, 2004p**  
(\$Billions)

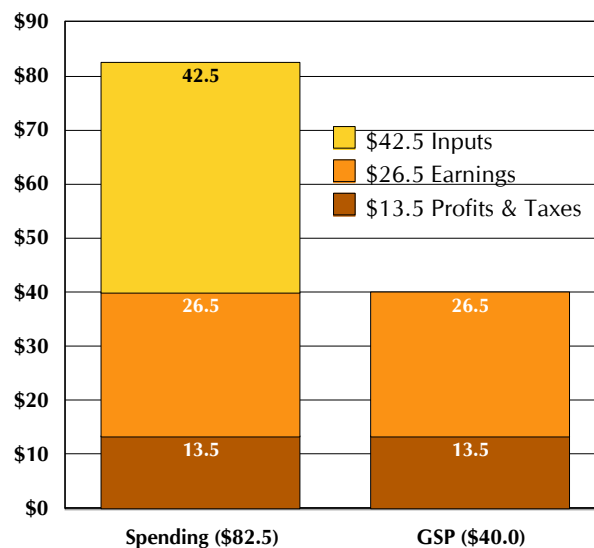




## GROSS STATE PRODUCT

Gross State Product (sometimes referred to as value-added) is a measure of economic activity that reflects the market value of the labor and capital used to produce goods and services. Gross State Product excludes the intermediate inputs purchased by businesses from other firms in the production process. It includes payments to individuals in the form of earnings, indirect business taxes to government, and other payments to individuals and corporations.<sup>4</sup> In 2004, travel industry GSP in California was \$40 billion. Two-thirds of this amount (\$26.5 billion) was paid out in the form of earnings. The remaining one-third of GSP (\$13.5 billion) is attributable to tax payments, profits and other payments to businesses and individuals.

**Travel Spending and Gross State Product  
of California Travel Industry, 2004p**  
(\$ Billions)



Source: Dean Runyan Associates and Minnesota Implan Group.

The above estimates represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in California will be delivered by other California firms that are not strictly part of the travel industry. Restaurants, for example, will purchase agricultural products from other California businesses. These inputs are sometimes referred to as “indirect” effects.

Detailed estimates for direct travel spending, earnings, employment and tax receipts are shown on the following two pages.

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<sup>4</sup> Indirect business taxes are primarily excise taxes, often paid by consumers as a sales tax. Income taxes are not included. Other payments include retained earnings, dividends, interest and rent payments.

## California Travel Impacts, 1992-1998

	1992	1993	1994	1995	1996	1997	1998
<b>Total Direct Travel Spending (\$Billion)</b>							
Visitor Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
Other Travel*	6.3	6.3	6.1	5.7	6.0	6.3	6.0
Total Direct Spending	52.1	53.1	54.0	55.4	60.2	65.5	67.8
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>							
Hotel, Motel	21.4	21.6	22.1	23.2	25.9	28.9	31.0
Private Campground	1.6	1.7	1.8	1.8	2.1	2.4	2.2
Public Campground	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Private Home	7.8	8.1	8.2	8.3	8.7	9.0	9.2
Vacation Home	2.4	2.4	2.5	2.5	2.6	2.7	2.7
Day Travel	12.2	12.5	12.9	13.4	14.5	15.7	16.2
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>							
Accommodations	7.1	7.3	7.6	8.0	8.9	9.9	10.6
Food & Beverage Services	10.8	10.9	11.2	11.7	12.6	13.9	14.7
Food Stores	1.5	1.5	1.6	1.7	1.8	2.0	2.1
Ground Tran. & Motor Fuel	6.0	6.1	6.3	6.5	7.1	7.7	7.4
Arts, Entertainment & Recreation	7.8	8.1	8.3	8.8	9.5	10.4	11.0
Retail Sales	9.2	9.5	9.8	10.3	11.2	12.2	12.8
Air Transportation (visitor only)	3.3	3.3	3.1	2.8	3.0	3.1	3.0
Spending at Destination	45.8	46.7	47.9	49.7	54.2	59.2	61.7
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>							
Accommodations & Food Service	6.8	6.9	7.1	7.4	8.2	9.0	9.8
Arts, Entertainment & Recreation	3.9	4.0	4.1	4.3	4.7	5.1	5.4
Retail**	1.6	1.6	1.7	1.7	1.7	1.9	2.0
Auto Rental & other ground tran.	0.2	0.3	0.3	0.3	0.4	0.4	0.4
Air Transportation (visitor only)	0.8	0.8	0.7	0.7	0.7	0.7	0.8
Other Travel*	3.0	2.9	2.9	2.8	2.9	2.9	3.0
Total Direct Earnings	16.2	16.4	16.8	17.3	18.6	20.1	21.4
<b>Industry Employment Generated by Travel Spending (Thousand jobs)</b>							
Accommodations & Food Service	387.3	392.2	401.9	411.9	437.1	456.2	466.1
Arts, Entertainment & Recreation	196.4	196.4	209.0	211.9	220.5	236.7	230.5
Retail**	81.7	82.1	84.1	86.1	84.7	87.3	87.5
Auto Rental & other ground tran.	10.5	11.5	13.2	14.1	15.6	17.6	16.4
Air Transportation (visitor only)	17.8	16.5	15.5	15.7	16.2	16.1	17.0
Other Travel*	71.0	66.8	65.0	65.4	66.4	66.0	67.1
Total Direct Employment	764.7	765.4	788.6	805.1	840.6	880.0	884.5
<b>Tax Receipts Generated by Travel Spending (\$Billion)</b>							
Local Tax Receipts	1.0	1.1	1.1	1.2	1.3	1.5	1.6
State Tax Receipts	2.0	2.1	2.1	2.2	2.4	2.6	2.8
Federal Tax Receipts	2.9	2.9	2.9	2.9	3.1	3.3	3.4
Total Direct Tax Receipts	5.9	6.0	6.1	6.3	6.8	7.4	7.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## California Travel Impacts, 1999-2004p

	1999	2000	2001	2002	2003	2004p
<b>Total Direct Travel Spending (\$Billion)</b>						
Visitor Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0
Other Travel*	6.0	6.7	6.4	6.0	5.8	6.5
Total Direct Spending	72.2	78.0	74.7	74.0	76.8	82.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>						
Hotel, Motel	33.7	36.6	35.1	34.6	36.3	39.5
Private Campground	2.3	2.5	2.6	2.6	2.7	2.8
Public Campground	0.4	0.5	0.5	0.5	0.5	0.6
Private Home	9.5	10.2	10.0	10.0	10.3	10.8
Vacation Home	2.8	2.9	3.0	3.1	3.2	3.3
Day Travel	17.3	18.5	17.0	17.1	18.0	19.0
Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>						
Accommodations	11.5	12.6	12.1	11.6	11.9	12.8
Food & Beverage Services	15.7	16.4	15.8	16.4	17.2	18.4
Food Stores	2.2	2.3	2.3	2.3	2.4	2.6
Ground Tran. & Motor Fuel	8.3	9.7	9.1	8.7	10.2	11.8
Arts, Entertainment & Recreation	11.8	12.4	12.0	12.2	12.7	13.2
Retail Sales	13.7	14.4	13.8	13.7	13.8	14.0
Air Transportation (visitor only)	3.1	3.4	3.1	3.0	2.8	3.2
Spending at Destination	66.1	71.3	68.3	68.0	71.0	76.0
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>						
Accommodations & Food Service	10.6	11.5	10.9	11.3	12.0	12.8
Arts, Entertainment & Recreation	5.8	6.1	5.9	6.0	6.2	6.5
Retail**	2.1	2.3	2.4	2.4	2.4	2.6
Auto Rental & other ground tran.	0.4	0.5	0.4	0.5	0.5	0.5
Air Transportation (visitor only)	0.8	0.9	1.0	1.0	0.9	0.9
Other Travel*	3.1	3.5	3.6	3.4	3.1	3.2
Total Direct Earnings	22.9	24.7	24.1	24.4	25.1	26.5
<b>Industry Employment Generated by Travel Spending (Thousand jobs)</b>						
Accommodations & Food Service	489.6	505.1	461.6	463.9	486.4	504.0
Arts, Entertainment & Recreation	241.5	239.6	221.9	214.9	218.0	220.5
Retail**	89.3	87.3	86.5	84.7	86.6	89.5
Auto Rental & other ground tran.	16.4	16.5	15.1	15.0	14.9	14.8
Air Transportation (visitor only)	17.6	18.2	17.5	15.4	13.5	13.2
Other Travel*	66.9	67.9	64.9	56.6	51.6	50.6
Total Direct Employment	921.3	934.6	867.6	850.5	871.0	892.6
<b>Tax Receipts Generated by Travel Spending (\$Billion)</b>						
Local Tax Receipts	1.7	1.8	1.7	1.7	1.8	1.9
State Tax Receipts	2.9	3.1	3.0	3.0	3.1	3.3
Federal Tax Receipts	3.6	3.9	4.1	4.2	4.2	4.5
Total Direct Tax Receipts	8.2	8.8	8.8	8.9	9.1	9.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



## IV. COUNTY TRAVEL IMPACTS

A description of the travel impact categories used the detailed county tables on pages 29 to 85 follows. The first three categories refer to travel spending.

- *Total Direct Travel Spending* includes total visitor spending at the destination, described below, plus other travel spending. Other travel spending includes resident spending on air transportation and fees for travel arrangement services.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels, motels, or B&B's includes their spending on accommodations, food & beverage service, recreation and all other visitor related commodities, including the price of one-way airfares to that destination.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The spending totals for commodities and traveler accommodations are identical.

The next two sections, *Direct Travel-Generated Earnings by Industry* and *Direct Travel-Generated Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Direct Travel-Generated Earnings by Industry* includes the payroll, other earned benefits, and proprietor income of all employees in that industry classification.
- *Direct Travel-Generated Employment by Industry* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section, *Tax Revenues Generated by Travel Spending*, provides an estimate of local and state taxes generated by travel spending. Local taxes include all room taxes and local sales taxes. State taxes include the state sales tax, the state motor fuel tax, and incomes taxes on individuals and corporations.

All dollar amounts are rounded to the nearest \$100,000. For example, an estimate of \$3,674,352 before rounding would be rounded to \$3,700,000. In the detailed county tables, this is presented as \$3.7 million. All employment estimates are rounded to the nearest ten jobs. For example, an employment estimate of 137 jobs before rounding would be rounded to 140 jobs. All totals in the tables are the sum of the estimates before rounding. For example, the sum of 40 (rounded from 37) and 60 (rounded from 57) would be 90 (rounded from 37 + 57 = 94).

## California Travel Impacts by County, 2003

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Alameda	2,311.5	833.8	23,800	55.1	100.0	155.1
Alpine	26.7	6.3	350	0.7	0.9	1.6
Amador	101.6	40.2	2,300	1.3	3.9	5.2
Butte	201.9	58.6	3,500	3.3	9.0	12.3
Calaveras	131.9	48.4	2,290	1.5	5.2	6.7
Colusa	37.9	8.4	590	0.6	1.6	2.2
Contra Costa	997.7	301.0	10,030	21.9	51.2	73.1
Del Norte	84.9	36.4	1,760	1.6	3.4	5.0
El Dorado	595.2	224.4	10,490	14.3	22.7	36.9
Fresno	863.7	231.3	11,730	18.7	40.5	59.2
Glenn	41.4	14.4	990	0.7	1.9	2.6
Humboldt	248.6	79.1	4,550	4.8	10.6	15.4
Imperial	250.4	72.6	4,100	4.3	10.7	15.0
Inyo	162.7	40.3	2,470	4.1	6.4	10.4
Kern	923.3	262.7	13,350	13.7	41.9	55.6
Kings	112.0	32.8	1,880	1.5	5.3	6.8
Lake	139.9	45.9	2,850	2.2	5.5	7.7
Lassen	55.4	21.3	1,570	0.9	2.4	3.3
Los Angeles	17,937.7	6,106.1	154,220	409.5	692.3	1,101.8
Madera	175.5	62.9	3,090	3.5	7.3	10.7
Marin	528.7	203.5	5,900	10.6	22.3	32.9
Mariposa	277.0	72.9	4,190	9.1	9.8	18.9
Mendocino	294.0	109.4	5,650	7.2	11.7	18.9
Merced	160.6	43.2	2,300	2.5	7.8	10.4
Modoc	18.7	6.1	300	0.3	0.9	1.2
Mono	354.9	106.9	5,640	12.4	12.5	24.9
Monterey	1,843.8	786.8	22,210	51.8	75.2	127.0
Napa	666.5	213.2	8,920	18.4	26.1	44.5
Nevada	230.7	74.0	3,300	3.7	9.6	13.3

## California Travel Impacts by County, 2003

	Travel	Earnings	Employment	Tax Receipts		
	Spending			Local	State	Total
	(\$Million)	(\$Million)	(jobs)	(\$Million)	(\$Million)	(\$Million)
Orange	6,837.2	2,230.5	79,540	179.1	283.7	462.8
Placer	606.2	187.3	8,850	12.2	24.6	36.9
Plumas	98.1	34.0	1,660	1.5	3.7	5.2
Riverside	4,904.1	1,395.8	62,910	100.3	210.3	310.6
Sacramento	2,014.0	612.6	25,360	44.8	91.9	136.7
San Benito	75.5	24.1	960	1.3	3.3	4.6
San Bernardino	2,931.8	787.7	40,660	50.3	133.9	184.1
San Diego	9,014.0	2,985.6	112,070	219.2	371.8	591.0
San Francisco	8,064.7	1,768.9	50,880	209.8	203.5	413.3
San Joaquin	488.1	130.0	5,940	8.5	24.8	33.3
San Luis Obispo	930.5	319.4	16,460	22.3	39.1	61.4
San Mateo	2,024.5	1,693.5	34,320	52.5	117.3	169.8
Santa Barbara	1,218.9	403.9	15,310	36.4	51.5	87.9
Santa Clara	2,988.3	937.7	30,230	75.8	131.1	206.9
Santa Cruz	530.9	162.6	7,860	12.4	22.4	34.8
Shasta	305.0	97.2	4,540	5.8	13.0	18.8
Sierra	16.5	4.2	260	0.4	0.6	1.0
Siskiyou	150.7	53.5	2,750	2.9	6.0	8.9
Solano	479.7	134.5	6,780	6.8	22.9	29.7
Sonoma	1,016.7	327.4	15,180	20.8	43.7	64.5
Stanislaus	358.7	99.5	5,390	6.3	17.5	23.8
Sutter	60.6	18.7	1,140	0.9	2.8	3.7
Tehama	96.1	28.7	1,650	1.5	4.3	5.8
Trinity	45.2	15.8	930	0.5	1.7	2.2
Tulare	295.2	93.9	4,790	6.2	12.9	19.1
Tuolumne	143.9	46.9	2,340	2.3	5.7	8.0
Ventura	1,047.7	284.6	13,930	19.5	49.6	69.1
Yolo	203.3	53.9	3,010	3.4	9.8	13.2
Yuba	60.9	15.4	940	0.6	2.8	3.4
California	76,782.0	25,090.6	870,960.0	1,783.9	3,105.0	4,888.9

## California Travel Spending by County, 1992-2003

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	*Annual Change
Alameda	1,525.6	1,570.7	1,583.2	1,633.6	1,801.6	1,955.2	2,032.6	2,289.9	2,629.5	2,400.1	2,280.2	2,311.5	3.8%
Alpine	17.4	17.9	18.3	18.5	20.6	22.4	22.2	24.0	24.7	25.9	26.8	26.7	4.0%
Amador	53.9	55.1	57.2	61.5	67.7	72.5	70.6	74.8	80.1	92.7	100.1	101.6	5.9%
Butte	131.2	136.2	146.4	153.0	159.6	163.1	169.9	179.4	193.0	191.8	194.0	201.9	4.0%
Calaveras	85.6	88.7	93.9	97.6	100.3	104.5	107.8	117.1	120.8	125.1	127.4	131.9	4.0%
Colusa	27.0	27.4	27.9	28.0	29.1	29.3	31.4	33.4	36.5	36.5	36.8	37.9	3.1%
Contra Costa	640.7	653.7	675.3	705.6	754.9	830.4	873.0	943.7	1,038.7	977.5	942.7	997.7	4.1%
Del Norte	68.2	68.1	70.5	68.9	72.4	77.0	73.8	79.2	81.4	82.6	84.1	84.9	2.0%
El Dorado	425.0	438.1	449.8	455.7	462.1	484.4	502.1	528.1	541.2	542.5	552.2	595.2	3.1%
Fresno	599.2	613.9	627.3	639.2	672.3	702.7	717.6	753.6	824.6	814.5	813.7	863.7	3.4%
Glenn	27.0	27.4	28.6	29.7	31.8	32.9	33.8	36.1	39.4	38.9	39.1	41.4	3.9%
Humboldt	189.5	192.8	197.8	202.3	205.0	210.0	212.5	228.5	241.6	240.1	244.3	248.6	2.5%
Imperial	152.1	162.3	168.4	171.7	185.9	216.8	206.1	215.8	237.4	237.1	240.9	250.4	4.6%
Inyo	108.2	111.9	113.0	119.4	127.4	139.1	137.5	142.5	150.3	148.7	155.7	162.7	3.8%
Kern	687.5	701.9	718.6	704.2	744.0	812.7	813.0	834.8	897.2	889.9	882.3	923.3	2.7%
Kings	69.7	71.5	74.2	77.3	81.8	86.7	90.0	96.1	105.0	104.3	107.4	112.0	4.4%
Lake	92.2	94.7	98.0	101.6	105.9	109.9	110.5	119.0	128.0	135.1	137.7	139.9	3.9%
Lassen	38.0	39.3	40.3	41.7	43.3	43.9	46.0	48.0	51.6	54.0	55.1	55.4	3.5%
Los Angeles	13,300.9	13,304.2	13,305.4	13,453.2	14,510.9	15,572.3	15,913.5	16,822.3	18,258.4	17,478.5	17,240.2	17,937.7	2.8%
Madera	107.4	113.6	119.5	125.5	135.5	142.9	143.0	153.3	163.0	165.8	168.7	175.5	4.6%
Marin	302.4	338.1	351.3	369.2	397.2	437.1	458.6	504.8	550.8	529.7	526.8	528.7	5.2%
Mariposa	184.4	191.5	212.4	210.7	194.4	208.3	225.1	231.5	241.5	260.6	269.5	277.0	3.8%
Mendocino	208.2	206.8	216.9	229.6	230.9	240.5	250.0	266.6	286.1	286.2	294.4	294.0	3.2%
Merced	114.9	117.3	119.7	118.8	119.9	124.9	128.0	138.7	152.7	150.7	150.4	160.6	3.1%
Modoc	13.3	13.0	13.3	13.8	14.4	14.7	15.3	15.8	17.2	17.7	17.8	18.7	3.2%
Mono	197.6	193.0	201.4	206.6	209.3	232.8	245.0	271.5	292.6	317.8	328.2	354.9	5.5%
Monterey	1,186.0	1,222.4	1,250.3	1,326.2	1,467.6	1,574.1	1,645.1	1,813.9	1,887.1	1,856.8	1,834.5	1,843.8	4.1%
Napa	361.1	373.8	411.0	452.8	490.4	538.5	572.7	592.0	633.7	647.0	663.4	666.5	5.7%
Nevada	156.3	155.4	159.4	162.0	172.9	184.5	184.9	201.4	217.0	221.8	225.5	230.7	3.6%

\*Annual Change is the average annual percentage change



## California Travel Spending by County, 1992-2003

(\$Millions)

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	*Annual Change
Orange	4,348.8	4,401.2	4,586.3	4,795.0	5,151.5	5,541.2	5,693.0	5,893.5	6,398.9	6,304.4	6,338.2	6,837.2	4.2%
Placer	347.9	370.6	397.6	417.7	433.9	473.9	514.7	541.3	563.0	569.4	586.5	606.2	5.2%
Plumas	68.4	69.5	71.3	73.8	76.6	77.4	82.8	84.5	89.7	95.2	97.3	98.1	3.3%
Riverside	3,055.8	3,103.7	3,210.1	3,330.3	3,580.7	3,949.4	4,000.6	4,292.1	4,529.5	4,620.4	4,728.2	4,904.1	4.4%
Sacramento	1,267.4	1,287.3	1,328.4	1,381.9	1,468.0	1,584.2	1,655.5	1,758.5	1,944.1	1,932.1	1,958.4	2,014.0	4.3%
San Benito	49.6	50.6	50.7	52.1	57.5	62.1	64.1	70.0	75.2	73.9	73.8	75.5	3.9%
San Bernardino	1,924.8	2,005.0	2,051.5	2,086.8	2,206.3	2,383.4	2,399.5	2,548.4	2,736.8	2,736.8	2,773.4	2,931.8	3.9%
San Diego	5,220.3	5,314.8	5,299.5	5,463.6	6,292.0	7,209.6	7,755.6	8,220.7	8,872.6	8,571.3	8,593.8	9,014.0	5.1%
San Francisco	6,520.4	6,681.5	6,647.9	6,638.3	7,293.0	7,875.4	8,027.5	8,665.5	9,228.2	8,178.2	7,897.7	8,064.7	2.0%
San Joaquin	317.4	318.2	325.6	330.6	338.7	358.2	370.3	400.3	462.3	460.7	459.4	488.1	4.0%
San Luis Obispo	630.4	658.4	633.5	635.3	690.5	735.2	774.6	834.5	909.9	896.7	902.3	930.5	3.6%
San Mateo	1,353.2	1,404.0	1,498.0	1,631.9	1,820.8	2,034.4	2,135.4	2,245.9	2,384.7	2,038.2	1,971.9	2,024.5	3.7%
Santa Barbara	769.9	791.7	821.7	855.9	906.8	971.3	1,024.0	1,097.2	1,169.4	1,167.8	1,178.6	1,218.9	4.3%
Santa Clara	1,925.7	1,999.3	2,106.8	2,280.7	2,592.1	2,950.1	3,170.9	3,408.2	3,763.8	3,283.6	3,030.2	2,988.3	4.1%
Santa Cruz	369.3	377.7	381.5	399.0	425.3	457.0	475.5	527.6	549.3	531.1	505.2	530.9	3.4%
Shasta	219.8	219.4	224.4	227.4	236.7	243.6	255.4	266.1	289.6	286.8	292.5	305.0	3.0%
Sierra	9.2	10.0	11.4	11.8	12.3	13.0	13.7	14.6	15.5	15.9	16.3	16.5	5.4%
Siskiyou	96.5	97.4	99.9	103.9	109.1	113.3	121.0	124.1	133.1	143.6	147.1	150.7	4.1%
Solano	319.8	328.4	334.9	342.8	361.9	391.8	403.3	438.6	494.6	467.5	455.2	479.7	3.8%
Sonoma	668.6	684.6	703.0	734.3	785.3	842.3	888.8	943.0	1,005.3	986.6	990.4	1,016.7	3.9%
Stanislaus	229.9	243.8	252.4	259.9	269.7	279.1	282.9	305.0	341.2	339.3	339.8	358.7	4.1%
Sutter	43.8	44.3	44.7	45.4	48.0	49.5	49.6	53.3	59.3	58.2	58.9	60.6	3.0%
Tehama	63.8	65.8	68.0	69.6	73.7	76.3	80.7	83.3	89.3	92.3	93.5	96.1	3.8%
Trinity	30.7	31.7	32.5	33.4	35.0	36.0	38.9	39.5	41.1	43.2	44.0	45.2	3.6%
Tulare	193.4	200.2	204.8	209.2	218.1	230.9	240.3	250.8	271.2	274.5	284.0	295.2	3.9%
Tuolumne	100.3	105.0	107.1	106.3	109.9	118.2	122.9	130.5	136.1	138.2	140.4	143.9	3.3%
Ventura	724.9	722.9	736.3	752.6	802.5	851.5	891.4	970.3	1,071.2	1,028.0	1,024.7	1,047.7	3.4%
Yolo	136.7	136.7	138.0	141.0	148.7	157.4	163.5	178.4	198.0	192.6	189.6	203.3	3.7%
Yuba	41.0	40.8	40.4	44.2	47.6	48.3	47.7	51.3	57.0	57.1	57.0	60.9	3.7%
California	52,118.1	53,065.6	53,957.7	55,432.9	60,201.5	65,478.1	67,775.8	72,192.8	78,001.1	74,653.6	73,967.7	76,782.0	3.6%

\*Annual Change is the average annual percentage change

## California Employment Generated by Visitor Spending, 1992-2003

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	* Annual Change
Alameda	20,560	20,490	20,660	21,440	22,820	23,750	24,850	27,720	29,470	25,930	24,230	23,800	1.3%
Alpine	270	270	280	280	300	310	280	330	370	370	360	350	2.4%
Amador	1,160	1,180	1,230	1,300	1,370	1,410	1,320	1,310	1,560	2,000	2,230	2,300	6.4%
Butte	2,860	2,940	3,250	3,350	3,350	3,270	3,470	3,510	3,480	3,340	3,380	3,500	1.9%
Calaveras	1,920	1,970	2,100	2,140	2,120	2,110	2,020	2,270	2,220	2,220	2,180	2,290	1.6%
Colusa	530	540	550	540	540	520	500	500	540	520	510	590	1.0%
Contra Costa	9,390	9,510	9,970	10,260	10,540	11,270	11,540	11,950	11,820	10,640	10,180	10,030	0.6%
Del Norte	2,030	2,000	2,100	2,010	2,030	2,070	1,890	2,030	2,060	1,990	1,790	1,760	-1.3%
El Dorado	9,510	9,660	10,030	9,910	9,640	9,710	9,590	10,090	10,140	9,700	9,770	10,490	0.9%
Fresno	10,700	10,800	11,080	11,020	11,060	10,990	11,110	11,420	11,830	11,320	11,310	11,730	0.8%
Glenn	710	710	760	780	800	790	740	810	810	770	840	990	3.1%
Humboldt	4,700	4,730	4,900	4,910	4,770	4,680	4,550	4,840	4,850	4,620	4,280	4,550	-0.3%
Imperial	3,430	3,600	3,760	3,750	3,900	4,360	3,880	3,960	4,190	4,020	3,960	4,100	1.6%
Inyo	2,220	2,280	2,320	2,400	2,470	2,580	2,070	2,850	2,360	2,230	2,490	2,470	1.0%
Kern	13,200	13,290	13,780	13,180	13,350	14,070	13,730	13,830	13,840	13,320	13,320	13,350	0.1%
Kings	1,570	1,600	1,680	1,720	1,760	1,780	1,730	1,800	1,820	1,750	1,890	1,880	1.7%
Lake	1,930	1,960	2,040	2,080	2,080	2,060	1,960	2,070	2,300	2,350	2,760	2,850	3.6%
Lassen	1,450	1,480	1,550	1,570	1,560	1,520	1,530	1,580	1,660	1,680	1,370	1,570	0.7%
Los Angeles	146,760	142,510	144,900	148,560	154,200	159,490	160,160	165,800	168,300	156,810	150,210	154,220	0.5%
Madera	2,520	2,650	2,820	2,910	3,030	3,060	3,000	3,040	3,100	3,040	3,030	3,090	1.9%
Marin	4,360	4,810	5,030	5,200	5,390	5,700	5,920	6,330	6,420	5,920	5,930	5,900	2.8%
Mariposa	3,780	3,880	4,320	4,190	3,720	3,810	4,020	3,870	3,850	3,970	4,020	4,190	0.9%
Mendocino	5,300	5,180	5,510	5,720	5,520	5,540	5,400	5,550	5,770	5,510	5,150	5,650	0.6%
Merced	2,300	2,340	2,420	2,330	2,210	2,220	2,220	2,360	2,380	2,290	2,300	2,300	0.0%
Modoc	290	280	280	290	290	280	270	270	290	290	300	300	0.3%
Mono	3,650	3,510	3,700	3,700	3,600	3,860	3,920	4,350	4,680	4,870	5,110	5,640	4.0%
Monterey	19,340	19,700	20,240	21,060	22,460	23,110	23,580	25,450	24,970	23,560	22,390	22,210	1.3%
Napa	5,990	6,110	6,790	7,340	7,650	8,100	8,210	7,870	7,680	7,520	8,790	8,920	3.7%
Nevada	2,880	2,840	2,930	2,910	3,000	3,060	2,960	3,110	3,270	3,220	3,200	3,300	1.2%

\*Annual Change is the average annual percentage change

## California Employment Generated by Visitor Spending, 1992-2003

	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	*Annual Change
Orange	67,050	66,610	70,000	71,690	74,120	76,660	77,510	77,710	80,850	76,380	76,530	79,540	1.6%
Placer	6,670	7,040	7,680	7,910	7,920	8,330	8,250	8,260	8,390	8,140	8,740	8,850	2.6%
Plumas	1,480	1,490	1,530	1,550	1,550	1,480	1,520	1,430	1,650	1,690	1,670	1,660	1.0%
Riverside	53,970	54,140	56,270	57,260	59,240	62,490	61,140	64,460	62,190	61,100	62,260	62,910	1.4%
Sacramento	21,920	21,870	22,650	23,140	23,600	24,380	24,220	24,550	26,110	25,070	25,060	25,360	1.3%
San Benito	860	870	870	880	940	970	960	990	1,010	950	990	960	1.0%
San Bernardino	36,830	37,970	39,240	38,960	39,530	41,020	37,820	40,950	41,490	40,160	39,550	40,660	0.9%
San Diego	85,480	85,940	85,840	86,810	96,890	107,030	108,720	111,460	115,240	106,610	106,720	112,070	2.5%
San Francisco	41,650	42,800	45,430	47,610	51,270	54,790	56,870	62,770	60,700	49,770	47,490	50,880	1.8%
San Joaquin	5,760	5,710	5,910	5,850	5,660	5,740	5,650	5,940	6,510	6,340	6,230	5,940	0.3%
San Luis Obispo	15,220	15,700	15,170	14,810	15,540	15,960	15,890	16,720	17,530	16,470	16,110	16,460	0.7%
San Mateo	37,780	36,600	36,890	38,460	40,660	42,290	43,380	44,050	44,010	38,430	35,580	34,320	-0.9%
Santa Barbara	12,480	12,680	13,230	13,520	13,790	14,150	15,290	15,740	16,080	15,400	15,090	15,310	1.9%
Santa Clara	27,430	27,920	29,630	31,950	35,280	38,780	40,290	42,270	42,560	35,300	31,840	30,230	0.9%
Santa Cruz	7,510	7,610	7,750	7,950	8,190	8,500	8,610	8,970	8,670	7,990	7,490	7,860	0.4%
Shasta	4,260	4,180	4,310	4,270	4,270	4,200	4,320	4,390	4,710	4,490	4,480	4,540	0.6%
Sierra	160	180	200	200	210	210	210	260	260	250	240	260	4.5%
Siskiyou	2,110	2,100	2,170	2,210	2,240	2,220	2,210	2,210	2,450	2,560	2,470	2,750	2.4%
Solano	6,620	6,740	6,960	6,970	7,060	7,370	7,190	7,600	7,920	7,170	6,730	6,780	0.2%
Sonoma	14,290	14,420	14,990	15,360	15,800	16,370	16,340	16,380	16,120	15,180	15,060	15,180	0.6%
Stanislaus	4,280	4,550	4,780	4,830	4,780	4,720	4,920	5,220	5,370	5,190	5,250	5,390	2.1%
Sutter	1,070	1,070	1,090	1,080	1,100	1,080	1,050	1,070	1,150	1,090	1,140	1,140	0.6%
Tehama	1,380	1,410	1,470	1,470	1,500	1,490	1,470	1,420	1,600	1,610	1,590	1,650	1.6%
Trinity	680	700	720	720	730	720	730	750	800	820	830	930	2.9%
Tulare	4,450	4,560	4,700	4,700	4,690	4,780	4,800	4,930	4,610	4,530	4,700	4,790	0.7%
Tuolumne	2,100	2,170	2,230	2,160	2,150	2,220	2,310	2,350	2,450	2,380	2,290	2,340	1.0%
Ventura	12,140	11,950	12,220	12,220	12,540	12,740	12,700	13,490	13,910	12,820	13,160	13,930	1.3%
Yolo	2,810	2,770	2,820	2,820	2,850	2,900	2,770	3,090	3,240	3,040	2,980	3,010	0.6%
Yuba	910	900	890	960	990	960	900	940	950	920	940	940	0.3%
California	764,680	765,430	788,640	805,140	840,590	880,010	884,490	921,270	934,560	867,600	850,460	870,980	1.2%

\*Annual Change is the average annual percentage change

## 2003 Total and Travel-Generated Earnings by County

(\$Millions)

	<b>Total</b>	<b>Travel-Generated</b>	<b>Percent Travel</b>
Alameda	\$46,553	\$834	1.8%
Alpine	\$31	\$6	20.6%
Amador	\$542	\$40	7.4%
Butte	\$3,089	\$59	1.9%
Calaveras	\$428	\$48	11.3%
Colusa	\$339	\$8	2.5%
Contra Costa	\$24,218	\$301	1.2%
Del Norte	\$321	\$36	11.3%
El Dorado	\$2,753	\$224	8.1%
Fresno	\$15,013	\$231	1.5%
Glenn	\$323	\$14	4.5%
Humboldt	\$2,131	\$79	3.7%
Imperial	\$2,317	\$73	3.1%
Inyo	\$313	\$40	12.9%
Kern	\$12,595	\$263	2.1%
Kings	\$2,007	\$33	1.6%
Lake	\$655	\$46	7.0%
Lassen	\$473	\$21	4.5%
Los Angeles	\$259,882	\$6,106	2.3%
Madera	\$1,749	\$63	3.6%
Marin	\$8,697	\$203	2.3%
Mariposa	\$197	\$73	37.0%
Mendocino	\$1,416	\$109	7.7%
Merced	\$3,016	\$43	1.4%
Modoc	\$129	\$6	4.7%
Mono	\$315	\$107	33.9%
Monterey	\$9,744	\$787	8.1%
Napa	\$3,584	\$213	5.9%
Nevada	\$1,610	\$74	4.6%

Total earnings for 2003 estimated by Dean Runyan Associates from 2002 earnings estimates of the Bureau of Economic Analysis and 2003 payroll estimates of the Bureau of Labor Statistics. Earnings includes wages and salary, earned benefits and proprietor income.

## 2003 Total and Travel-Generated Earnings by County

(\$Millions)

	<b>Total</b>	<b>Travel-Generated</b>	<b>Percent Travel</b>
Orange	\$93,836	\$2,230	2.4%
Placer	\$6,972	\$187	2.7%
Plumas	\$370	\$34	9.2%
Riverside	\$26,013	\$1,396	5.4%
Sacramento	\$34,744	\$613	1.8%
San Benito	\$848	\$24	2.8%
San Bernardino	\$29,397	\$788	2.7%
San Diego	\$82,770	\$2,986	3.6%
San Francisco	\$46,670	\$1,769	3.8%
San Joaquin	\$10,172	\$130	1.3%
San Luis Obispo	\$4,913	\$319	6.5%
San Mateo	\$28,827	\$1,694	5.9%
Santa Barbara	\$9,997	\$404	4.0%
Santa Clara	\$77,774	\$938	1.2%
Santa Cruz	\$5,376	\$163	3.0%
Shasta	\$3,092	\$97	3.1%
Sierra	\$33	\$4	12.6%
Siskiyou	\$632	\$54	8.5%
Solano	\$6,794	\$134	2.0%
Sonoma	\$10,674	\$327	3.1%
Stanislaus	\$7,884	\$99	1.3%
Sutter	\$1,221	\$19	1.5%
Tehama	\$727	\$29	3.9%
Trinity	\$128	\$16	12.4%
Tulare	\$5,699	\$94	1.6%
Tuolumne	\$789	\$47	5.9%
Ventura	\$18,399	\$285	1.5%
Yolo	\$4,752	\$54	1.1%
Yuba	\$1,031	\$15	1.5%
California	\$924,975	\$25,091	2.7%

Total earnings for 2003 estimated by Dean Runyan Associates from 2002 earnings estimates of the Bureau of Economic Analysis and 2003 payroll estimates of the Bureau of Labor Statistics. Earnings includes wages and salary, earned benefits and proprietor income.

**Alameda County**  
**Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,265	1,792	2,058	2,372	2,162	2,062	2,103
Other Travel*	261	240	232	258	238	218	208
Total Direct Spending	1,526	2,033	2,290	2,629	2,400	2,280	2,311
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	590	954	1,158	1,396	1,248	1,151	1,159
Private Campground	3	3	3	4	4	4	4
Public Campground	0	0	0	0	0	0	0
Private Home	345	397	411	433	431	438	451
Vacation Home	9	11	11	11	13	13	13
Day Travel	318	428	475	527	466	456	475
Spending at Destination	1,265	1,792	2,058	2,372	2,162	2,062	2,103
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	158	275	340	432	383	332	314
Food & Beverage Services	255	376	436	491	441	434	442
Food Stores	35	50	56	61	57	56	58
Ground Tran. & Motor Fuel	296	392	431	497	469	456	519
Arts, Entertainment & Recreation	165	248	288	325	292	283	285
Retail Sales	227	331	379	424	383	363	355
Air Transportation (visitor only)	129	119	128	143	137	139	131
Spending at Destination	1,265	1,792	2,058	2,372	2,162	2,062	2,103
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	156	250	301	362	318	303	306
Arts, Entertainment & Recreation	71	107	124	140	126	121	122
Retail**	43	55	63	69	68	66	67
Auto Rental & other ground tran.	17	32	33	35	34	35	36
Air Transportation (visitor only)	98	97	106	120	131	134	119
Other Travel*	192	188	186	208	216	202	183
Total Direct Earnings	576	728	812	934	892	862	834
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	8.4	11.6	13.7	15.2	12.7	12.2	12.3
Arts, Entertainment & Recreation	2.7	3.5	4.0	4.2	3.6	3.3	3.3
Retail**	2.0	2.2	2.4	2.4	2.2	2.1	2.2
Auto Rental & other ground tran.	0.8	1.3	1.3	1.3	1.1	1.1	1.1
Air Transportation (visitor only)	2.2	2.1	2.2	2.3	2.3	2.1	1.9
Other Travel*	4.5	4.2	4.1	4.2	4.0	3.3	3.0
Total Direct Employment	20.6	24.8	27.7	29.5	25.9	24.2	23.8
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	28.6	45.5	52.3	62.9	57.4	52.4	55.1
State Tax Receipts	63.5	89.4	98.8	109.7	101.4	98.6	100.0
Total Direct Tax Receipts	92.1	134.9	151.1	172.6	158.8	151.1	155.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Alpine County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	17.4	22.2	24.0	24.7	25.9	26.8	26.7
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	17.4	22.2	24.0	24.7	25.9	26.8	26.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	9.0	12.0	13.4	14.0	14.7	15.3	15.0
Private Campground	0.5	0.8	0.8	0.7	0.8	0.8	0.8
Public Campground	1.1	1.3	1.3	1.4	1.4	1.4	1.4
Private Home	0.4	0.4	0.4	0.5	0.4	0.5	0.5
Vacation Home	4.1	4.8	4.9	5.1	5.5	5.6	5.8
Day Travel	2.3	2.8	3.0	3.1	3.1	3.2	3.2
Spending at Destination	17.4	22.2	24.0	24.7	25.9	26.8	26.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.0	6.4	7.0	7.4	7.7	8.0	7.9
Food & Beverage Services	5.0	6.3	6.8	6.9	7.3	7.7	7.7
Food Stores	0.8	1.1	1.1	1.1	1.2	1.2	1.2
Ground Tran. & Motor Fuel	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arts, Entertainment & Recreation	3.3	4.2	4.5	4.7	4.9	5.1	5.1
Retail Sales	3.3	4.2	4.5	4.6	4.8	4.9	4.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	17.4	22.2	24.0	24.7	25.9	26.8	26.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	2.6	3.3	3.7	3.9	4.0	4.3	4.4
Arts, Entertainment & Recreation	0.8	1.0	1.1	1.1	1.2	1.2	1.2
Retail**	0.5	0.5	0.6	0.6	0.7	0.7	0.7
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	3.8	4.9	5.4	5.6	5.9	6.2	6.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	180	200	230	260	260	250	260
Arts, Entertainment & Recreation	50	60	60	70	70	70	60
Retail**	30	30	40	40	40	40	30
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	270	280	330	370	370	360	350
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.7	0.7
State Tax Receipts	0.6	0.8	0.8	0.9	0.9	0.9	0.9
Total Direct Tax Receipts	1.0	1.3	1.4	1.5	1.6	1.6	1.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Amador County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	53.5	70.0	74.3	79.5	92.1	99.4	100.8
Other Travel*	0.4	0.6	0.6	0.6	0.6	0.8	0.8
Total Direct Spending	53.9	70.6	74.8	80.1	92.7	100.1	101.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	12.6	17.8	19.3	21.2	25.9	28.9	29.0
Private Campground	15.8	21.1	22.4	22.1	23.6	24.7	25.2
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	10.2	12.9	13.5	14.1	14.2	14.5	14.9
Vacation Home	7.5	8.7	8.9	9.2	9.6	9.7	9.9
Day Travel	7.4	9.6	10.2	12.9	18.8	21.6	21.9
Spending at Destination	53.5	70.0	74.3	79.5	92.1	99.4	100.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	10.1	13.5	14.4	15.2	16.3	16.6	16.6
Food & Beverage Services	15.4	19.9	21.0	22.2	24.5	25.6	26.1
Food Stores	4.7	6.5	6.8	6.9	7.3	7.5	7.7
Ground Tran. & Motor Fuel	3.3	3.8	4.3	5.2	4.8	4.5	5.5
Arts, Entertainment & Recreation	9.1	12.0	12.7	13.8	21.0	27.1	27.3
Retail Sales	10.8	14.3	15.1	16.3	18.1	18.1	17.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	53.5	70.0	74.3	79.5	92.1	99.4	100.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	11.8	15.8	16.9	18.2	19.8	21.1	22.0
Arts, Entertainment & Recreation	2.9	3.9	4.1	5.6	10.6	13.7	13.8
Retail**	2.2	2.7	2.9	3.1	3.6	3.6	3.7
Auto Rental & other ground tran.	0.1	0.2	0.2	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.4
Total Direct Earnings	17.3	22.9	24.4	27.4	34.6	39.2	40.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	720	820	820	920	960	980	1,020
Arts, Entertainment & Recreation	300	340	340	480	870	1,080	1,110
Retail**	120	130	130	140	150	150	150
Auto Rental & other ground tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,160	1,320	1,310	1,560	2,000	2,230	2,300
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.6	0.9	1.0	1.0	1.1	1.1	1.3
State Tax Receipts	2.2	2.9	3.0	3.2	3.7	3.9	3.9
Total Direct Tax Receipts	2.8	3.8	4.0	4.3	4.8	5.0	5.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



**Butte County**  
**Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	125.6	164.5	173.9	186.9	186.0	189.7	197.7
Other Travel*	5.7	5.5	5.5	6.1	5.8	4.3	4.2
Total Direct Spending	131.2	169.9	179.4	193.0	191.8	194.0	201.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	31.6	49.5	54.4	59.8	62.3	65.1	67.5
Private Campground	6.6	10.1	8.8	9.4	9.6	9.4	9.9
Public Campground	4.5	3.9	4.6	4.6	4.6	4.5	4.8
Private Home	26.6	31.8	33.4	35.7	35.0	35.7	37.4
Vacation Home	16.0	18.5	19.0	19.8	20.9	21.0	21.5
Day Travel	40.2	50.7	53.6	57.6	53.7	54.0	56.6
Spending at Destination	125.6	164.5	173.9	186.9	186.0	189.7	197.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	18.8	26.6	28.0	29.8	31.8	33.2	33.3
Food & Beverage Services	30.4	40.4	42.0	43.7	43.7	45.9	47.0
Food Stores	6.9	9.1	9.3	9.5	9.6	9.9	10.3
Ground Tran. & Motor Fuel	22.2	24.6	28.0	34.2	31.8	29.7	36.2
Arts, Entertainment & Recreation	18.7	25.5	26.7	28.0	27.9	28.7	29.2
Retail Sales	28.6	38.3	39.9	41.7	41.2	41.2	40.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.1	1.1
Spending at Destination	125.6	164.5	173.9	186.9	186.0	189.7	197.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	17.3	24.2	25.7	27.4	27.7	29.9	31.4
Arts, Entertainment & Recreation	8.9	12.1	12.7	13.3	13.3	13.7	13.9
Retail**	5.5	6.6	7.0	7.3	7.7	7.9	8.1
Auto Rental & other ground tran.	0.4	0.8	0.9	0.9	0.9	0.9	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.1	1.0
Other Travel*	4.0	4.1	4.2	4.7	4.9	3.6	3.3
Total Direct Earnings	36.2	47.9	50.4	53.6	54.5	57.1	58.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,400	1,770	1,790	1,800	1,740	1,830	1,890
Arts, Entertainment & Recreation	950	1,160	1,180	1,150	1,090	1,060	1,120
Retail**	350	380	380	370	370	360	360
Auto Rental & other ground tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	20	20
Other Travel*	130	120	120	130	120	90	80
Total Direct Employment	2,860	3,470	3,510	3,480	3,340	3,380	3,500
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.7	2.5	2.7	3.0	3.1	3.2	3.3
State Tax Receipts	6.1	8.0	8.3	8.7	8.6	8.7	9.0
Total Direct Tax Receipts	7.7	10.5	11.0	11.7	11.6	11.9	12.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Calaveras County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	84.9	106.9	116.2	119.9	124.2	126.5	131.2
Other Travel*	0.7	0.8	0.9	1.0	0.9	0.9	0.8
Total Direct Spending	85.6	107.8	117.1	120.8	125.1	127.4	131.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	7.7	14.7	19.8	20.4	22.9	23.7	26.1
Private Campground	9.2	11.7	12.8	12.7	13.1	13.1	13.3
Public Campground	19.7	21.8	22.4	23.3	23.8	23.9	24.4
Private Home	10.8	14.4	15.1	16.0	16.2	16.6	17.2
Vacation Home	24.7	28.6	29.3	30.3	31.3	32.0	32.6
Day Travel	12.8	15.7	16.7	17.2	16.9	17.2	17.6
Spending at Destination	84.9	106.9	116.2	119.9	124.2	126.5	131.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	16.2	21.1	23.4	24.1	25.5	25.8	26.5
Food & Beverage Services	23.0	28.8	31.3	31.9	33.1	34.7	36.3
Food Stores	9.9	12.2	12.8	12.9	13.5	13.8	14.2
Ground Tran. & Motor Fuel	3.6	3.8	4.4	5.4	5.0	4.6	5.7
Arts, Entertainment & Recreation	14.1	18.2	19.8	20.3	21.1	21.6	22.5
Retail Sales	18.1	22.9	24.6	25.2	26.0	26.0	26.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	84.9	106.9	116.2	119.9	124.2	126.5	131.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	18.2	23.7	26.5	27.5	28.6	30.6	32.9
Arts, Entertainment & Recreation	5.2	6.6	7.2	7.4	7.7	7.9	8.2
Retail**	4.6	5.5	5.9	6.0	6.6	6.8	7.0
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.5	0.5	0.5	0.5	0.4
Total Direct Earnings	28.3	36.2	40.1	41.5	43.5	45.8	48.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,190	1,270	1,450	1,430	1,420	1,380	1,480
Arts, Entertainment & Recreation	420	450	500	480	480	500	510
Retail**	290	290	310	290	310	290	300
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	10	10	20
Total Direct Employment	1,920	2,020	2,270	2,220	2,220	2,180	2,290
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.8	1.0	1.2	1.2	1.3	1.3	1.5
State Tax Receipts	3.4	4.3	4.6	4.7	4.9	5.0	5.2
Total Direct Tax Receipts	4.1	5.3	5.8	6.0	6.2	6.3	6.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Colusa County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	26.8	31.1	33.1	36.2	36.3	36.4	37.5
Other Travel*	0.2	0.2	0.3	0.3	0.3	0.3	0.4
Total Direct Spending	27.0	31.4	33.4	36.5	36.5	36.8	37.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	7.3	8.5	9.3	9.9	10.0	10.1	10.5
Private Campground	3.3	3.7	4.1	5.2	5.3	5.2	5.5
Public Campground	1.7	1.6	1.6	1.8	1.9	1.9	2.0
Private Home	5.8	7.3	7.7	8.1	8.0	8.1	8.3
Vacation Home	4.1	4.8	4.9	5.1	5.3	5.3	5.4
Day Travel	4.5	5.2	5.5	6.1	5.8	5.8	6.0
Spending at Destination	26.8	31.1	33.1	36.2	36.3	36.4	37.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	4.6	5.3	5.6	6.2	6.3	6.3	6.4
Food & Beverage Services	7.4	8.5	9.0	9.5	9.6	10.0	10.2
Food Stores	2.0	2.3	2.4	2.7	2.8	2.8	2.9
Ground Tran. & Motor Fuel	3.0	3.2	3.7	4.6	4.2	3.9	4.8
Arts, Entertainment & Recreation	4.6	5.5	5.8	6.2	6.2	6.3	6.3
Retail Sales	5.3	6.3	6.7	7.1	7.2	7.1	7.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	31.1	33.1	36.2	36.3	36.4	37.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	3.0	3.6	3.8	4.2	4.2	4.4	4.6
Arts, Entertainment & Recreation	1.4	1.7	1.8	1.9	1.9	2.0	2.0
Retail**	1.1	1.3	1.4	1.5	1.6	1.6	1.6
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Total Direct Earnings	5.7	6.7	7.1	7.7	7.8	8.2	8.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	290	270	280	300	290	280	310
Arts, Entertainment & Recreation	150	140	140	150	140	150	200
Retail**	80	80	70	80	80	80	70
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	10	10
Total Direct Employment	530	500	500	540	520	510	590
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.4	0.4	0.5	0.5	0.5	0.6
State Tax Receipts	1.2	1.4	1.5	1.6	1.6	1.6	1.6
Total Direct Tax Receipts	1.5	1.8	1.9	2.1	2.1	2.1	2.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Contra Costa County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	622.6	850.3	920.3	1,012.4	952.5	913.0	965.1
Other Travel*	18.2	22.7	23.5	26.3	25.1	29.7	32.4
Total Direct Spending	640.7	873.0	943.7	1,038.7	977.5	942.7	997.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	200.2	337.7	369.5	409.2	372.8	336.9	346.4
Private Campground	16.3	19.0	22.3	27.2	27.9	27.5	30.1
Public Campground	5.0	4.9	5.4	5.8	5.9	5.8	6.4
Private Home	188.6	222.9	237.1	258.2	258.0	259.7	279.4
Vacation Home	20.4	23.3	23.9	25.0	26.9	27.1	28.0
Day Travel	192.1	242.6	262.0	287.0	260.9	256.0	274.8
Spending at Destination	622.6	850.3	920.3	1,012.4	952.5	913.0	965.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	69.2	116.4	125.9	141.5	131.8	115.9	110.1
Food & Beverage Services	134.8	192.6	204.1	212.8	200.8	202.0	206.9
Food Stores	22.4	31.8	33.5	35.0	34.3	34.6	35.9
Ground Tran. & Motor Fuel	181.7	201.4	229.8	279.9	260.9	243.3	295.6
Arts, Entertainment & Recreation	87.9	128.1	136.2	143.0	134.9	133.3	135.4
Retail Sales	126.6	180.0	190.8	200.3	189.8	183.9	181.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	622.6	850.3	920.3	1,012.4	952.5	913.0	965.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	103.0	159.4	172.1	187.5	173.2	170.6	175.6
Arts, Entertainment & Recreation	42.0	61.2	65.1	68.3	64.5	63.7	64.7
Retail**	27.2	33.8	36.5	38.4	39.0	38.9	40.2
Auto Rental & other ground tran.	1.8	3.3	3.5	3.6	3.5	3.7	3.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	11.8	12.2	13.6	13.0	15.4	16.8
Total Direct Earnings	183.4	269.5	289.2	311.4	293.2	292.2	301.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	4,460	5,790	6,030	6,110	5,400	5,200	5,290
Arts, Entertainment & Recreation	3,060	3,770	3,910	3,780	3,390	3,090	2,840
Retail**	1,330	1,410	1,430	1,380	1,330	1,360	1,420
Auto Rental & other ground tran.	80	130	130	130	120	120	120
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	460	450	440	430	400	410	360
Total Direct Employment	9,390	11,540	11,950	11,820	10,640	10,180	10,030
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	13.6	20.5	22.2	24.7	23.0	21.3	21.9
State Tax Receipts	34.9	47.2	49.6	52.8	49.8	49.1	51.2
Total Direct Tax Receipts	48.5	67.7	71.8	77.4	72.8	70.4	73.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Del Norte County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	67.9	73.4	78.9	81.0	82.2	83.5	84.3
Other Travel*	0.3	0.4	0.4	0.4	0.4	0.5	0.6
Total Direct Spending	68.2	73.8	79.2	81.4	82.6	84.1	84.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.4	20.7	21.9	22.7	23.6	24.5	24.6
Private Campground	28.5	26.2	29.0	29.4	30.3	30.4	30.8
Public Campground	1.6	1.9	2.0	2.1	2.1	2.1	2.2
Private Home	7.7	9.9	10.3	10.8	10.6	10.7	10.9
Vacation Home	1.5	1.8	1.8	1.9	2.0	2.0	2.0
Day Travel	12.2	12.9	13.8	14.2	13.6	13.8	13.9
Spending at Destination	67.9	73.4	78.9	81.0	82.2	83.5	84.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	12.7	14.0	15.0	15.3	16.1	16.3	16.4
Food & Beverage Services	20.1	21.4	22.9	23.2	23.5	24.5	24.7
Food Stores	7.8	8.1	8.7	8.8	9.1	9.2	9.5
Ground Tran. & Motor Fuel	2.0	2.1	2.5	3.1	2.8	2.6	3.2
Arts, Entertainment & Recreation	11.2	12.5	13.3	13.7	13.7	14.0	14.0
Retail Sales	14.1	15.4	16.5	16.9	17.0	16.8	16.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	67.9	73.4	78.9	81.0	82.2	83.5	84.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	15.4	16.8	18.2	18.8	19.1	20.3	21.1
Arts, Entertainment & Recreation	9.0	10.0	10.7	11.0	11.0	11.3	11.3
Retail**	3.0	3.1	3.3	3.4	3.7	3.7	3.8
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Total Direct Earnings	27.6	30.0	32.4	33.4	34.0	35.6	36.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,080	1,000	1,080	1,110	1,070	1,060	1,060
Arts, Entertainment & Recreation	740	700	750	750	720	540	510
Retail**	210	180	190	190	190	180	180
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,030	1,890	2,030	2,060	1,990	1,790	1,760
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.9	1.3	1.4	1.5	1.5	1.6	1.6
State Tax Receipts	2.7	3.0	3.2	3.3	3.3	3.4	3.4
Total Direct Tax Receipts	3.6	4.3	4.6	4.7	4.8	4.9	5.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## El Dorado County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	420.0	495.8	521.6	533.9	535.6	544.3	588.3
Other Travel*	5.0	6.3	6.5	7.3	7.0	7.9	6.9
Total Direct Spending	425.0	502.1	528.1	541.2	542.5	552.2	595.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	252.6	288.3	304.5	309.6	308.9	313.2	348.0
Private Campground	20.9	30.2	32.0	31.8	32.6	32.5	33.2
Public Campground	6.5	7.3	7.6	8.4	8.5	8.5	8.7
Private Home	35.2	46.1	48.5	51.4	51.9	53.6	55.6
Vacation Home	49.5	57.4	58.9	60.9	65.0	66.9	68.6
Day Travel	55.4	66.6	70.1	71.8	68.7	69.6	74.2
Spending at Destination	420.0	495.8	521.6	533.9	535.6	544.3	588.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	103.4	120.9	126.9	130.9	130.8	133.2	145.1
Food & Beverage Services	113.0	131.6	137.5	137.6	138.8	144.6	156.8
Food Stores	16.8	21.9	22.8	22.9	23.6	24.3	25.8
Ground Tran. & Motor Fuel	21.4	23.2	26.6	32.6	30.4	28.2	34.6
Arts, Entertainment & Recreation	88.0	104.7	109.6	110.8	112.4	115.0	123.2
Retail Sales	77.4	93.5	98.1	99.2	99.5	99.0	102.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	420.0	495.8	521.6	533.9	535.6	544.3	588.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	97.0	115.1	121.5	125.0	123.4	130.3	145.6
Arts, Entertainment & Recreation	39.3	46.7	48.9	49.5	50.2	51.3	55.0
Retail**	13.9	15.8	16.7	17.0	18.4	18.6	19.7
Auto Rental & other ground tran.	0.3	0.5	0.5	0.5	0.5	0.5	0.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.6	3.3	3.4	3.8	3.6	4.1	3.6
Total Direct Earnings	153.0	181.3	191.0	195.8	196.1	204.9	224.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	5,390	5,450	5,740	5,850	5,520	5,650	6,040
Arts, Entertainment & Recreation	3,290	3,320	3,500	3,460	3,340	3,300	3,600
Retail**	710	700	720	710	730	720	760
Auto Rental & other ground tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	110	100	100	100	90	80	80
Total Direct Employment	9,510	9,590	10,090	10,140	9,700	9,770	10,490
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	10.2	11.9	12.6	13.0	12.9	13.2	14.3
State Tax Receipts	16.2	19.5	20.4	20.7	20.7	21.2	22.7
Total Direct Tax Receipts	26.4	31.4	33.1	33.8	33.6	34.3	36.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Fresno County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	583.1	701.0	736.6	805.5	796.5	795.1	844.9
Other Travel*	16.1	16.6	16.9	19.1	18.0	18.6	18.7
Total Direct Spending	599.2	717.6	753.6	824.6	814.5	813.7	863.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	216.6	247.4	256.9	284.6	292.1	289.8	314.4
Private Campground	27.5	34.0	36.8	42.9	43.5	43.2	45.2
Public Campground	10.6	12.3	12.9	14.7	14.8	14.7	15.5
Private Home	106.7	138.0	146.3	156.3	153.6	155.3	162.6
Vacation Home	44.6	52.6	54.1	56.2	59.2	59.6	61.0
Day Travel	177.1	216.7	229.6	250.8	233.3	232.5	246.2
Spending at Destination	583.1	701.0	736.6	805.5	796.5	795.1	844.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	87.9	101.0	103.9	112.3	118.2	119.9	126.6
Food & Beverage Services	134.8	158.1	163.0	173.3	173.0	178.2	186.3
Food Stores	25.1	31.9	32.9	35.0	35.6	36.4	37.9
Ground Tran. & Motor Fuel	125.4	157.4	175.1	205.1	192.8	185.2	214.8
Arts, Entertainment & Recreation	82.7	99.4	102.9	110.1	109.7	110.8	114.8
Retail Sales	121.7	148.0	153.5	164.0	161.8	159.5	159.8
Air Transportation (visitor only)	5.5	5.3	5.2	5.6	5.3	5.0	4.7
Spending at Destination	583.1	701.0	736.6	805.5	796.5	795.1	844.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	77.5	91.7	95.7	104.1	104.6	110.3	119.0
Arts, Entertainment & Recreation	36.7	44.1	45.7	48.9	48.7	49.2	51.0
Retail**	23.7	26.7	28.2	30.1	31.8	32.0	33.2
Auto Rental & other ground tran.	5.3	9.7	10.1	10.7	10.3	10.7	10.9
Air Transportation (visitor only)	4.2	4.3	4.4	4.7	5.1	4.8	4.2
Other Travel*	10.6	11.1	11.4	12.9	13.2	13.5	13.0
Total Direct Earnings	157.9	187.6	195.6	211.5	213.6	220.5	231.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	5,710	5,900	6,080	6,400	6,120	6,030	6,450
Arts, Entertainment & Recreation	2,770	2,890	2,980	3,040	2,890	3,020	3,020
Retail**	1,380	1,370	1,400	1,410	1,400	1,390	1,410
Auto Rental & other ground tran.	230	370	370	380	350	350	340
Air Transportation (visitor only)	140	140	140	140	130	120	100
Other Travel*	470	440	440	450	430	410	410
Total Direct Employment	10,700	11,110	11,420	11,830	11,320	11,310	11,730
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	12.5	14.6	15.0	16.4	16.6	16.8	18.7
State Tax Receipts	28.6	35.7	36.9	39.5	38.6	38.8	40.5
Total Direct Tax Receipts	41.1	50.3	51.9	55.9	55.3	55.6	59.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Glenn County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	26.8	33.5	35.7	39.0	38.5	38.6	40.8
Other Travel*	0.3	0.4	0.4	0.4	0.4	0.5	0.5
Total Direct Spending	27.0	33.8	36.1	39.4	38.9	39.1	41.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	8.1	10.7	11.7	12.6	12.7	12.8	13.9
Private Campground	2.4	3.6	3.9	5.0	5.1	5.0	5.3
Public Campground	1.6	1.7	1.8	1.9	1.9	1.9	2.0
Private Home	9.2	10.7	11.2	11.8	11.5	11.5	12.0
Vacation Home	0.7	0.8	0.8	0.8	0.9	0.9	0.9
Day Travel	4.9	6.0	6.3	6.9	6.4	6.4	6.7
Spending at Destination	26.8	33.5	35.7	39.0	38.5	38.6	40.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	3.3	4.5	4.9	5.4	5.5	5.5	5.8
Food & Beverage Services	7.4	9.3	9.7	10.3	10.2	10.6	11.0
Food Stores	2.0	2.6	2.7	2.9	3.0	3.0	3.1
Ground Tran. & Motor Fuel	4.2	4.5	5.2	6.4	5.9	5.5	6.8
Arts, Entertainment & Recreation	4.5	5.8	6.1	6.4	6.4	6.5	6.7
Retail Sales	5.4	6.8	7.2	7.6	7.5	7.5	7.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	26.8	33.5	35.7	39.0	38.5	38.6	40.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	5.3	6.9	7.4	8.0	8.0	8.5	9.1
Arts, Entertainment & Recreation	2.2	2.8	2.9	3.1	3.0	3.1	3.2
Retail**	1.2	1.5	1.6	1.7	1.8	1.8	1.9
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.3	0.3
Total Direct Earnings	8.8	11.3	12.1	13.0	13.0	13.6	14.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	360	380	420	420	400	400	440
Arts, Entertainment & Recreation	250	260	280	280	260	330	450
Retail**	100	100	100	100	100	90	100
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	710	740	810	810	770	840	990
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Receipts	1.3	1.6	1.7	1.8	1.8	1.8	1.9
Total Direct Tax Receipts	1.7	2.1	2.2	2.4	2.4	2.4	2.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



## Humboldt County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	187.1	209.9	225.8	238.5	237.2	240.7	246.8
Other Travel*	2.3	2.7	2.7	3.1	2.9	3.6	1.8
Total Direct Spending	189.5	212.5	228.5	241.6	240.1	244.3	248.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	75.1	85.3	93.1	99.2	100.8	103.7	105.0
Private Campground	18.7	19.3	21.6	22.3	22.8	22.6	23.6
Public Campground	12.4	11.2	12.5	13.4	13.6	13.4	14.2
Private Home	41.7	50.0	51.8	54.4	53.1	53.6	55.6
Vacation Home	8.2	9.5	9.8	10.1	10.4	10.4	10.6
Day Travel	31.0	34.6	37.0	39.0	36.6	37.0	37.8
Spending at Destination	187.1	209.9	225.8	238.5	237.2	240.7	246.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.1	36.2	39.2	41.0	42.6	43.9	44.4
Food & Beverage Services	52.8	58.7	62.3	64.2	64.0	66.9	67.5
Food Stores	13.2	14.9	15.9	16.2	16.4	16.8	17.3
Ground Tran. & Motor Fuel	19.7	21.2	24.3	29.9	27.8	25.8	31.7
Arts, Entertainment & Recreation	32.1	36.8	39.2	40.7	40.4	41.4	41.3
Retail Sales	36.7	41.7	44.4	46.1	45.6	45.5	44.2
Air Transportation (visitor only)	0.5	0.4	0.4	0.5	0.4	0.4	0.4
Spending at Destination	187.1	209.9	225.8	238.5	237.2	240.7	246.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	36.1	40.9	44.3	46.5	46.5	49.8	51.8
Arts, Entertainment & Recreation	12.2	13.9	14.8	15.4	15.3	15.7	15.7
Retail**	7.5	8.0	8.6	9.0	9.5	9.7	9.8
Auto Rental & other ground tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.4	0.3	0.4	0.4	0.4	0.4	0.3
Other Travel*	1.4	1.6	1.6	1.8	1.8	2.1	1.2
Total Direct Earnings	57.6	65.0	70.0	73.4	73.8	78.0	79.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,630	2,550	2,720	2,760	2,630	2,660	2,730
Arts, Entertainment & Recreation	1,530	1,490	1,580	1,560	1,470	1,100	1,310
Retail**	470	440	460	450	450	430	440
Auto Rental & other ground tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	10	10	10	10	10	10	10
Other Travel*	50	50	50	50	50	60	50
Total Direct Employment	4,700	4,550	4,840	4,850	4,620	4,280	4,550
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.4	4.0	4.3	4.5	4.6	4.8	4.8
State Tax Receipts	8.2	9.5	10.0	10.4	10.3	10.5	10.6
Total Direct Tax Receipts	11.6	13.5	14.3	15.0	14.9	15.3	15.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Imperial County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	150.7	204.7	214.4	235.9	235.7	240.0	249.4
Other Travel*	1.4	1.4	1.4	1.5	1.4	0.8	1.0
Total Direct Spending	152.1	206.1	215.8	237.4	237.1	240.9	250.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	32.3	36.1	41.0	45.7	45.4	46.9	50.4
Private Campground	40.5	65.5	65.1	74.7	76.6	76.5	78.3
Public Campground	2.3	2.4	2.8	2.6	2.6	2.6	2.7
Private Home	38.6	51.6	54.6	57.9	57.6	59.6	61.9
Vacation Home	9.6	11.1	11.4	11.7	12.3	12.6	12.9
Day Travel	27.4	38.0	39.5	43.3	41.2	41.9	43.2
Spending at Destination	150.7	204.7	214.4	235.9	235.7	240.0	249.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.4	30.0	31.6	35.2	36.0	36.4	37.4
Food & Beverage Services	44.0	59.4	61.8	66.9	66.9	69.9	72.7
Food Stores	13.9	21.7	22.0	24.0	24.7	25.3	26.2
Ground Tran. & Motor Fuel	12.5	13.5	15.5	19.0	17.7	16.4	20.1
Arts, Entertainment & Recreation	26.0	35.5	37.2	40.4	40.2	41.2	42.5
Retail Sales	31.9	44.6	46.4	50.5	50.3	50.3	50.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.6	0.3
Spending at Destination	150.7	204.7	214.4	235.9	235.7	240.0	249.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	23.0	31.3	33.2	36.7	36.7	39.3	42.1
Arts, Entertainment & Recreation	11.2	15.3	16.0	17.4	17.3	17.8	18.3
Retail**	6.2	8.4	8.8	9.6	10.3	10.5	10.8
Auto Rental & other ground tran.	0.1	0.3	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.5	0.3
Other Travel*	1.0	1.0	1.1	1.2	1.2	0.7	0.8
Total Direct Earnings	41.6	56.3	59.3	65.2	65.9	69.0	72.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,790	2,040	2,090	2,250	2,150	2,190	2,300
Arts, Entertainment & Recreation	1,170	1,330	1,360	1,420	1,340	1,240	1,280
Retail**	420	470	460	480	490	480	480
Auto Rental & other ground tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	b	b	b	b	b	b
Other Travel*	40	30	30	40	30	20	20
Total Direct Employment	3,430	3,880	3,960	4,190	4,020	3,960	4,100
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.4	3.4	3.6	4.0	3.9	4.0	4.3
State Tax Receipts	6.6	9.0	9.4	10.2	10.1	10.3	10.7
Total Direct Tax Receipts	9.0	12.4	13.0	14.2	14.0	14.3	15.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Inyo County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	107.9	137.2	142.2	150.0	148.3	155.3	162.2
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.5	0.5
Total Direct Spending	108.2	137.5	142.5	150.3	148.7	155.7	162.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	54.0	71.9	75.4	79.0	77.4	83.9	89.0
Private Campground	17.4	22.1	22.3	24.4	25.0	24.9	25.5
Public Campground	14.2	16.3	16.9	17.8	18.2	18.1	18.6
Private Home	6.0	6.9	7.0	7.3	7.1	7.2	7.3
Vacation Home	2.5	2.9	3.0	3.1	3.2	3.2	3.2
Day Travel	13.7	17.1	17.6	18.5	17.5	18.0	18.6
Spending at Destination	107.9	137.2	142.2	150.0	148.3	155.3	162.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	24.5	32.5	33.7	35.6	35.7	38.2	39.5
Food & Beverage Services	29.6	37.3	38.3	39.5	39.0	42.0	43.9
Food Stores	9.2	11.7	11.9	12.3	12.7	13.0	13.5
Ground Tran. & Motor Fuel	8.1	8.6	9.9	12.2	11.4	10.5	13.0
Arts, Entertainment & Recreation	17.0	22.1	22.8	23.7	23.2	24.6	25.5
Retail Sales	19.5	24.9	25.6	26.6	26.3	26.9	26.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	107.9	137.2	142.2	150.0	148.3	155.3	162.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	16.1	21.1	22.0	23.2	22.8	25.1	26.7
Arts, Entertainment & Recreation	4.9	6.3	6.5	6.8	6.6	7.0	7.3
Retail**	4.1	4.9	5.1	5.3	5.7	5.9	6.0
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	25.2	32.5	33.8	35.5	35.3	38.2	40.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,260	1,190	1,640	1,380	1,290	1,490	1,590
Arts, Entertainment & Recreation	690	640	900	730	680	740	620
Retail**	260	230	310	250	250	250	260
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,220	2,070	2,850	2,360	2,230	2,490	2,470
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.5	3.3	3.4	3.6	3.6	3.9	4.1
State Tax Receipts	4.4	5.6	5.7	6.0	5.9	6.1	6.4
Total Direct Tax Receipts	6.9	8.9	9.2	9.6	9.5	10.0	10.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Kern County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	669.5	795.6	817.3	877.7	871.9	865.1	908.7
Other Travel*	18.0	17.4	17.5	19.5	18.0	17.2	14.5
Total Direct Spending	687.5	813.0	834.8	897.2	889.9	882.3	923.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	194.2	241.0	235.6	239.0	245.9	241.6	252.0
Private Campground	110.2	117.4	124.4	147.0	148.8	146.7	155.5
Public Campground	10.3	11.6	12.1	13.3	13.4	13.2	14.1
Private Home	84.6	106.7	113.7	122.7	120.8	121.7	129.0
Vacation Home	76.5	88.8	91.7	95.6	99.6	100.2	103.3
Day Travel	193.6	230.1	239.7	260.0	243.4	241.7	254.6
Spending at Destination	669.5	795.6	817.3	877.7	871.9	865.1	908.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	113.4	137.3	136.1	140.5	146.8	145.7	146.6
Food & Beverage Services	155.3	185.8	186.2	192.4	193.1	199.6	204.4
Food Stores	39.4	48.0	48.8	52.1	53.5	54.7	56.5
Ground Tran. & Motor Fuel	120.4	130.8	149.9	183.8	171.0	158.7	194.6
Arts, Entertainment & Recreation	93.2	114.9	115.5	119.7	119.9	121.5	123.3
Retail Sales	138.8	170.9	172.8	180.5	179.1	176.9	174.3
Air Transportation (visitor only)	8.9	7.9	7.9	8.6	8.4	8.0	9.0
Spending at Destination	669.5	795.6	817.3	877.7	871.9	865.1	908.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	98.5	120.1	120.8	126.4	127.5	133.6	140.6
Arts, Entertainment & Recreation	44.1	54.3	54.7	56.7	56.7	57.5	58.3
Retail**	29.4	33.5	34.7	36.7	38.7	39.1	40.2
Auto Rental & other ground tran.	1.4	2.6	2.7	2.9	2.8	2.9	3.0
Air Transportation (visitor only)	6.7	6.4	6.5	7.2	8.1	7.7	8.2
Other Travel*	13.0	13.2	13.5	15.3	15.7	15.2	12.3
Total Direct Earnings	193.1	230.1	233.0	245.1	249.4	256.0	262.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	6,800	7,140	7,150	7,230	6,940	7,010	7,120
Arts, Entertainment & Recreation	4,040	4,260	4,310	4,250	4,050	4,080	3,990
Retail**	1,670	1,650	1,680	1,660	1,660	1,640	1,700
Auto Rental & other ground tran.	70	100	110	110	100	100	100
Air Transportation (visitor only)	190	170	170	180	180	150	160
Other Travel*	430	410	410	420	400	350	280
Total Direct Employment	13,200	13,730	13,830	13,840	13,320	13,320	13,350
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	9.7	13.2	13.5	14.0	14.2	14.1	13.7
State Tax Receipts	31.6	38.7	39.3	41.3	40.6	40.7	41.9
Total Direct Tax Receipts	41.3	51.9	52.7	55.3	54.8	54.8	55.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Kings County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	68.6	88.7	94.7	103.5	102.8	105.5	110.0
Other Travel*	1.1	1.3	1.4	1.5	1.5	1.9	2.0
Total Direct Spending	69.7	90.0	96.1	105.0	104.3	107.4	112.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	13.0	16.7	18.3	20.9	22.3	24.0	24.2
Private Campground	0.9	1.1	1.2	1.5	1.5	1.5	1.6
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	39.8	51.7	54.9	59.0	58.1	58.9	62.1
Vacation Home	0.9	1.1	1.1	1.1	1.2	1.2	1.3
Day Travel	14.0	18.1	19.3	20.9	19.6	19.9	20.8
Spending at Destination	68.6	88.7	94.7	103.5	102.8	105.5	110.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	4.3	5.7	6.2	7.0	7.7	8.4	8.2
Food & Beverage Services	20.3	26.5	27.9	29.6	29.7	31.5	32.3
Food Stores	4.8	6.7	7.0	7.4	7.5	7.7	8.1
Ground Tran. & Motor Fuel	11.3	12.2	14.0	17.2	16.0	14.8	18.2
Arts, Entertainment & Recreation	12.6	16.9	17.8	19.1	19.0	19.8	20.1
Retail Sales	15.3	20.6	21.7	23.2	23.0	23.3	23.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.6	88.7	94.7	103.5	102.8	105.5	110.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	10.7	14.2	15.2	16.6	16.8	18.5	19.6
Arts, Entertainment & Recreation	4.3	5.7	6.0	6.4	6.4	6.7	6.8
Retail**	3.2	3.9	4.2	4.5	4.8	4.9	5.0
Auto Rental & other ground tran.	0.1	0.2	0.3	0.3	0.3	0.3	0.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.7	0.7	0.8	0.8	1.0	1.0
Total Direct Earnings	18.8	24.8	26.5	28.6	29.0	31.4	32.8
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	830	920	960	990	950	970	1,020
Arts, Entertainment & Recreation	540	600	620	620	590	640	580
Retail**	170	180	180	180	180	240	240
Auto Rental & other ground tran.	10	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	20	20	20	20	30	30
Total Direct Employment	1,570	1,730	1,800	1,820	1,750	1,890	1,880
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.9	1.1	1.2	1.4	1.4	1.5	1.5
State Tax Receipts	3.5	4.5	4.8	5.1	5.0	5.2	5.3
Total Direct Tax Receipts	4.3	5.7	6.0	6.4	6.4	6.6	6.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Lake County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	91.2	109.4	117.8	126.6	133.8	136.1	138.2
Other Travel*	0.9	1.2	1.2	1.4	1.3	1.7	1.7
Total Direct Spending	92.2	110.5	119.0	128.0	135.1	137.7	139.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	17.3	22.9	26.7	31.9	37.8	39.4	40.0
Private Campground	14.5	15.5	17.2	17.5	17.9	17.9	18.3
Public Campground	2.4	2.8	2.8	3.0	3.0	3.0	3.1
Private Home	17.1	21.4	22.3	23.4	23.7	23.9	24.4
Vacation Home	25.1	29.0	29.8	30.7	31.5	31.6	31.9
Day Travel	14.9	17.7	19.0	20.2	19.9	20.2	20.5
Spending at Destination	91.2	109.4	117.8	126.6	133.8	136.1	138.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	17.9	21.7	23.6	25.7	28.3	28.7	28.7
Food & Beverage Services	26.1	31.0	33.2	35.3	37.5	39.1	39.9
Food Stores	6.7	8.1	8.6	8.8	9.2	9.4	9.7
Ground Tran. & Motor Fuel	4.5	4.7	5.5	6.7	6.3	5.8	7.1
Arts, Entertainment & Recreation	16.8	20.5	22.0	23.5	24.8	25.4	25.7
Retail Sales	19.2	23.3	24.9	26.5	27.7	27.6	27.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	91.2	109.4	117.8	126.6	133.8	136.1	138.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	17.4	21.1	23.2	25.4	27.2	29.1	30.4
Arts, Entertainment & Recreation	6.1	7.4	7.9	8.5	9.0	9.2	9.3
Retail**	3.6	4.1	4.4	4.7	5.2	5.3	5.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.5	0.6	0.6	0.7	0.7	0.9	0.9
Total Direct Earnings	27.5	33.2	36.2	39.2	42.0	44.4	45.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,210	1,230	1,310	1,490	1,510	1,500	1,580
Arts, Entertainment & Recreation	490	500	530	580	580	1,000	1,020
Retail**	210	200	210	220	240	230	220
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	30	20
Total Direct Employment	1,930	1,960	2,070	2,300	2,350	2,760	2,850
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.2	1.5	1.7	1.9	2.1	2.2	2.2
State Tax Receipts	3.7	4.5	4.8	5.1	5.3	5.4	5.5
Total Direct Tax Receipts	4.8	6.0	6.5	7.0	7.4	7.6	7.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Lassen County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	37.7	45.6	47.5	51.1	53.5	54.5	55.4
Other Travel*	0.3	0.4	0.5	0.5	0.5	0.6	0.0
Total Direct Spending	38.0	46.0	48.0	51.6	54.0	55.1	55.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	11.6	12.6	13.8	15.4	18.1	18.8	18.7
Private Campground	2.9	4.5	3.9	4.1	4.2	4.1	4.3
Public Campground	2.0	2.3	2.4	2.5	2.6	2.5	2.7
Private Home	9.9	12.8	13.5	14.4	14.0	14.1	14.6
Vacation Home	4.8	5.5	5.7	5.9	6.2	6.3	6.3
Day Travel	6.4	7.9	8.2	8.7	8.5	8.6	8.8
Spending at Destination	37.7	45.6	47.5	51.1	53.5	54.5	55.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.2	7.2	7.5	8.1	9.2	9.4	9.3
Food & Beverage Services	10.7	12.9	13.3	14.0	14.8	15.5	15.7
Food Stores	2.6	3.5	3.5	3.6	3.7	3.8	3.9
Ground Tran. & Motor Fuel	3.8	4.0	4.6	5.7	5.3	4.9	6.0
Arts, Entertainment & Recreation	6.7	8.3	8.6	9.1	9.6	9.9	9.9
Retail Sales	7.7	9.6	9.9	10.5	10.9	10.9	10.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	37.7	45.6	47.5	51.1	53.5	54.5	55.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	6.5	7.8	8.2	8.8	9.5	10.2	10.5
Arts, Entertainment & Recreation	5.7	7.0	7.3	7.8	8.2	8.4	8.4
Retail**	1.7	2.0	2.1	2.2	2.4	2.4	2.4
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.3	0.2	0.3	0.0
Total Direct Earnings	14.0	17.1	17.8	19.0	20.3	21.3	21.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	480	510	520	560	570	530	530
Arts, Entertainment & Recreation	850	910	940	980	980	710	920
Retail**	100	110	110	110	110	120	110
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	0
Total Direct Employment	1,450	1,530	1,580	1,660	1,680	1,370	1,570
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.5	0.6	0.7	0.7	0.8	0.8	0.9
State Tax Receipts	1.7	2.1	2.1	2.2	2.3	2.4	2.4
Total Direct Tax Receipts	2.2	2.7	2.8	3.0	3.1	3.2	3.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Los Angeles County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	10,294	13,094	14,018	15,139	14,542	14,417	15,131
Other Travel*	3,007	2,819	2,805	3,119	2,936	2,824	2,805
Total Direct Spending	13,301	15,913	16,822	18,258	17,478	17,240	17,936
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4,993	6,687	7,250	7,904	7,724	7,627	8,088
Private Campground	99	136	138	140	143	141	149
Public Campground	8	11	8	15	15	15	16
Private Home	2,177	2,420	2,511	2,692	2,612	2,588	2,603
Vacation Home	110	127	131	137	152	151	155
Day Travel	2,907	3,713	3,979	4,251	3,897	3,893	4,120
Spending at Destination	10,294	13,094	14,018	15,139	14,542	14,417	15,131
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,270	1,809	1,966	2,141	2,071	2,022	2,110
Food & Beverage Services	2,056	2,692	2,860	2,974	2,895	2,993	3,156
Food Stores	249	340	357	369	363	371	391
Ground Tran. & Motor Fuel	1,851	2,348	2,606	3,044	2,863	2,756	3,186
Arts, Entertainment & Recreation	1,591	2,137	2,281	2,389	2,321	2,352	2,456
Retail Sales	1,784	2,374	2,525	2,641	2,553	2,520	2,545
Air Transportation (visitor only)	1,492	1,393	1,423	1,580	1,476	1,402	1,288
Spending at Destination	10,294	13,094	14,018	15,139	14,542	14,417	15,131
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1,322	1,814	1,964	2,112	2,019	2,095	2,260
Arts, Entertainment & Recreation	952	1,278	1,364	1,428	1,387	1,388	1,465
Retail**	328	393	422	443	461	462	481
Auto Rental & other ground tran.	86	157	164	172	166	173	177
Air Transportation (visitor only)	501	504	528	592	628	604	523
Other Travel*	1,083	1,098	1,117	1,252	1,301	1,261	1,200
Total Direct Earnings	4,272	5,244	5,559	6,000	5,963	5,984	6,106
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	68.8	78.9	82.8	85.2	77.9	77.4	82.9
Arts, Entertainment & Recreation	22.3	25.0	26.2	25.9	24.0	22.6	23.1
Retail**	17.0	17.2	17.6	17.3	17.0	16.1	16.6
Auto Rental & other ground tran.	4.0	6.1	6.1	6.2	5.7	5.6	5.6
Air Transportation (visitor only)	9.6	9.2	9.6	9.9	9.5	8.2	7.1
Other Travel*	25.2	23.7	23.5	23.8	22.8	20.3	18.9
Total Direct Employment	146.8	160.2	165.8	168.3	156.8	150.2	154.2
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	238	349	378	410	395	390	409
State Tax Receipts	466	616	649	688	665	665	692
Total Direct Tax Receipts	703	965	1,027	1,098	1,060	1,055	1,102

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



## Madera County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	106.2	141.5	151.7	161.3	164.2	166.5	173.2
Other Travel*	1.2	1.5	1.5	1.7	1.6	2.1	2.3
Total Direct Spending	107.4	143.0	153.3	163.0	165.8	168.7	175.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	33.7	49.8	54.2	56.2	58.2	60.0	63.2
Private Campground	29.0	36.3	38.9	42.8	43.7	43.5	44.8
Public Campground	5.9	6.6	6.9	7.2	7.4	7.3	7.6
Private Home	12.2	17.0	18.1	19.5	19.4	19.8	20.6
Vacation Home	9.3	10.7	11.0	11.4	12.3	12.5	12.8
Day Travel	16.1	21.1	22.6	24.2	23.2	23.5	24.3
Spending at Destination	106.2	141.5	151.7	161.3	164.2	166.5	173.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.0	30.2	32.3	34.1	35.3	36.0	36.9
Food & Beverage Services	26.9	36.1	38.4	39.9	40.9	42.8	44.3
Food Stores	9.5	12.8	13.5	14.2	14.7	15.1	15.6
Ground Tran. & Motor Fuel	11.4	12.3	14.1	17.3	16.1	14.9	18.4
Arts, Entertainment & Recreation	14.7	20.4	21.8	22.7	23.3	23.9	24.6
Retail Sales	21.6	29.7	31.7	33.2	33.8	33.7	33.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	106.2	141.5	151.7	161.3	164.2	166.5	173.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	21.7	30.0	32.4	34.3	35.0	37.2	39.4
Arts, Entertainment & Recreation	8.1	11.3	12.0	12.5	12.9	13.2	13.6
Retail**	5.2	6.6	7.1	7.5	8.2	8.3	8.6
Auto Rental & other ground tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.8	0.9	0.8	1.1	1.2
Total Direct Earnings	35.8	48.9	52.5	55.5	57.0	60.0	62.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,300	1,570	1,590	1,650	1,600	1,580	1,680
Arts, Entertainment & Recreation	890	1,070	1,090	1,090	1,070	1,070	1,060
Retail**	300	330	330	330	340	330	320
Auto Rental & other ground tran.	0	10	10	10	10	10	10
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	20	30	30
Total Direct Employment	2,520	3,000	3,040	3,100	3,040	3,030	3,090
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.8	2.8	3.0	3.2	3.2	3.3	3.5
State Tax Receipts	4.6	6.2	6.5	6.9	6.9	7.1	7.3
Total Direct Tax Receipts	6.4	8.9	9.5	10.0	10.1	10.3	10.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Marin County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	276.3	427.3	472.6	514.8	495.4	505.7	506.9
Other Travel*	26.1	31.3	32.3	36.1	34.4	21.1	21.7
Total Direct Spending	302.4	458.6	504.8	550.8	529.7	526.8	528.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	104.9	186.5	213.4	238.1	227.9	237.2	231.8
Private Campground	5.1	28.1	33.5	37.3	38.2	37.6	39.8
Public Campground	4.3	4.0	3.7	3.6	3.7	3.6	3.9
Private Home	64.9	74.9	77.5	81.1	79.3	79.8	82.0
Vacation Home	20.9	23.8	24.4	25.3	27.0	27.0	27.2
Day Travel	76.2	110.0	120.0	129.4	119.3	120.5	122.2
Spending at Destination	276.3	427.3	472.6	514.8	495.4	505.7	506.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	42.8	77.4	87.6	97.0	91.5	95.5	92.8
Food & Beverage Services	71.0	111.1	121.8	129.6	126.0	132.4	131.5
Food Stores	11.0	19.4	21.1	22.2	22.2	22.8	23.2
Ground Tran. & Motor Fuel	36.0	39.0	44.7	54.9	51.0	47.3	58.1
Arts, Entertainment & Recreation	50.0	78.4	85.9	92.1	89.3	92.1	90.6
Retail Sales	65.6	102.0	111.5	119.1	115.4	115.6	110.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	276.3	427.3	472.6	514.8	495.4	505.7	506.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	54.2	91.9	103.3	113.6	107.3	115.6	116.8
Arts, Entertainment & Recreation	29.6	46.5	51.0	54.6	53.0	54.6	53.7
Retail**	11.3	15.9	17.4	18.6	19.5	19.8	19.6
Auto Rental & other ground tran.	0.3	0.6	0.7	0.7	0.7	0.7	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	14.4	17.2	17.8	19.9	19.4	12.5	12.6
Total Direct Earnings	109.9	172.1	190.2	207.4	199.8	203.2	203.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,050	3,030	3,290	3,400	3,080	3,210	3,310
Arts, Entertainment & Recreation	1,280	1,750	1,880	1,880	1,730	1,780	1,670
Retail**	480	610	630	610	610	600	610
Auto Rental & other ground tran.	20	30	30	30	20	20	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	530	510	510	500	470	310	280
Total Direct Employment	4,360	5,920	6,330	6,420	5,920	5,930	5,900
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.1	8.8	9.8	10.8	10.1	10.6	10.6
State Tax Receipts	13.1	19.7	21.3	22.8	22.0	22.4	22.3
Total Direct Tax Receipts	18.2	28.5	31.1	33.6	32.2	32.9	32.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# **Mariposa County** **Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	184.1	224.8	231.2	241.1	260.2	269.0	276.5
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.5	0.5
Total Direct Spending	184.4	225.1	231.5	241.5	260.6	269.5	277.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	147.7	180.6	185.4	193.2	211.1	219.0	225.6
Private Campground	4.4	5.5	5.8	6.6	6.8	6.8	6.9
Public Campground	3.3	3.8	3.9	4.0	4.2	4.2	4.2
Private Home	4.7	6.0	6.3	6.6	6.5	6.6	6.7
Vacation Home	6.5	7.5	7.7	8.0	8.4	8.5	8.6
Day Travel	17.5	21.4	22.0	22.8	23.3	24.0	24.4
Spending at Destination	184.1	224.8	231.2	241.1	260.2	269.0	276.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	55.9	68.9	70.8	75.5	81.1	84.2	87.2
Food & Beverage Services	55.1	66.0	67.7	69.3	75.4	79.3	82.0
Food Stores	5.7	7.2	7.4	7.7	8.3	8.5	8.8
Ground Tran. & Motor Fuel	1.8	1.9	2.2	2.7	2.5	2.3	2.9
Arts, Entertainment & Recreation	34.0	41.8	43.0	44.3	48.2	49.7	50.9
Retail Sales	31.7	39.0	40.1	41.5	44.8	44.9	44.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	184.1	224.8	231.2	241.1	260.2	269.0	276.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	30.7	37.9	39.1	41.4	44.1	47.0	49.8
Arts, Entertainment & Recreation	8.4	10.3	10.6	10.9	11.9	12.2	12.5
Retail**	7.0	8.0	8.3	8.6	10.1	10.2	10.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.3
Total Direct Earnings	46.2	56.3	58.1	61.2	66.2	69.7	72.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,560	2,750	2,650	2,670	2,720	2,800	2,980
Arts, Entertainment & Recreation	750	800	780	750	780	760	720
Retail**	460	470	440	420	470	460	490
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,780	4,020	3,870	3,850	3,970	4,020	4,190
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.4	7.2	7.5	7.9	8.5	8.9	9.1
State Tax Receipts	6.5	8.0	8.2	8.5	9.2	9.5	9.8
Total Direct Tax Receipts	12.0	15.2	15.7	16.4	17.7	18.4	18.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Mendocino County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	207.8	249.4	266.0	285.5	285.6	293.8	293.4
Other Travel*	0.4	0.5	0.5	0.6	0.6	0.6	0.6
Total Direct Spending	208.2	250.0	266.6	286.1	286.2	294.4	294.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	116.4	143.2	153.6	168.0	169.6	176.5	173.8
Private Campground	14.5	15.8	17.6	18.0	18.4	18.4	18.9
Public Campground	10.1	11.2	11.8	12.2	12.5	12.4	12.9
Private Home	27.2	32.6	33.8	35.3	34.7	35.1	36.1
Vacation Home	9.2	10.6	10.9	11.3	11.9	12.0	12.2
Day Travel	30.4	36.0	38.3	40.7	38.6	39.4	39.4
Spending at Destination	207.8	249.4	266.0	285.5	285.6	293.8	293.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	46.3	57.0	60.9	65.6	66.8	69.5	68.0
Food & Beverage Services	59.8	71.0	75.1	79.3	79.5	84.0	83.5
Food Stores	11.5	14.0	14.7	15.1	15.4	15.9	16.2
Ground Tran. & Motor Fuel	14.5	15.4	17.8	21.9	20.4	18.8	23.2
Arts, Entertainment & Recreation	36.7	44.8	47.6	50.7	50.7	52.5	51.7
Retail Sales	38.9	47.1	49.9	52.9	52.8	53.1	50.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	207.8	249.4	266.0	285.5	285.6	293.8	293.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	49.8	61.1	65.4	70.8	70.4	75.8	76.8
Arts, Entertainment & Recreation	15.4	18.8	19.9	21.2	21.2	22.0	21.6
Retail**	7.6	8.6	9.2	9.7	10.5	10.7	10.6
Auto Rental & other ground tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.3	0.3
Total Direct Earnings	73.1	88.9	95.0	102.1	102.5	108.8	109.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,920	3,000	3,090	3,260	3,090	3,180	3,200
Arts, Entertainment & Recreation	1,910	1,950	2,010	2,060	1,960	1,530	2,010
Retail**	440	420	430	430	430	430	430
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	20	20
Total Direct Employment	5,300	5,400	5,550	5,770	5,510	5,150	5,650
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.9	6.0	6.5	7.1	7.1	7.4	7.2
State Tax Receipts	8.4	10.2	10.8	11.5	11.4	11.8	11.7
Total Direct Tax Receipts	13.3	16.3	17.3	18.5	18.5	19.2	18.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Merced County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	111.5	124.2	134.8	148.4	146.6	145.6	155.6
Other Travel*	3.4	3.8	3.9	4.3	4.1	4.9	5.0
Total Direct Spending	114.9	128.0	138.7	152.7	150.7	150.4	160.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	41.0	43.6	46.6	51.6	51.3	51.2	53.7
Private Campground	5.0	6.2	6.8	9.0	9.0	8.8	9.5
Public Campground	7.6	4.8	7.1	6.6	6.6	6.4	7.0
Private Home	29.7	37.4	39.7	43.5	43.1	43.0	46.5
Vacation Home	8.9	10.4	10.8	11.3	12.0	12.1	12.6
Day Travel	19.2	21.8	23.8	26.2	24.5	24.2	26.2
Spending at Destination	111.5	124.2	134.8	148.4	146.6	145.6	155.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	16.6	18.1	19.2	20.7	21.3	21.5	21.6
Food & Beverage Services	24.3	27.3	28.8	30.0	30.3	31.7	32.4
Food Stores	5.8	6.6	7.2	7.5	7.7	7.9	8.2
Ground Tran. & Motor Fuel	29.9	31.8	36.6	45.2	42.0	38.7	47.9
Arts, Entertainment & Recreation	14.2	16.4	17.4	18.3	18.4	18.9	19.1
Retail Sales	20.6	24.0	25.6	26.8	26.9	26.8	26.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	111.5	124.2	134.8	148.4	146.6	145.6	155.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	16.3	18.3	19.6	21.0	21.1	22.4	23.5
Arts, Entertainment & Recreation	7.0	8.1	8.6	9.0	9.1	9.3	9.4
Retail**	5.2	5.6	6.1	6.4	6.8	6.9	7.2
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.1	2.3	2.4	2.7	2.7	3.1	3.1
Total Direct Earnings	30.6	34.4	36.7	39.2	39.7	41.7	43.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,180	1,140	1,210	1,240	1,190	1,210	1,210
Arts, Entertainment & Recreation	740	730	780	770	740	710	710
Retail**	300	280	300	300	300	300	310
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	70	70	70	70	80	70
Total Direct Employment	2,300	2,220	2,360	2,380	2,290	2,300	2,300
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.9	2.1	2.3	2.5	2.5	2.5	2.5
State Tax Receipts	5.8	6.9	7.2	7.7	7.5	7.6	7.8
Total Direct Tax Receipts	7.7	9.0	9.5	10.2	10.0	10.1	10.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Modoc County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	13.3	15.3	15.8	17.2	17.7	17.8	18.7
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	13.3	15.3	15.8	17.2	17.7	17.8	18.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4.1	4.4	4.9	5.5	6.4	6.6	7.0
Private Campground	2.3	3.0	2.7	2.9	2.9	2.9	3.1
Public Campground	0.6	0.6	0.7	0.8	0.8	0.7	0.8
Private Home	3.7	4.1	4.3	4.6	4.3	4.3	4.5
Vacation Home	1.1	1.3	1.4	1.4	1.4	1.4	1.4
Day Travel	1.5	1.8	1.8	1.9	1.9	1.9	1.9
Spending at Destination	13.3	15.3	15.8	17.2	17.7	17.8	18.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2.0	2.3	2.4	2.6	2.9	3.0	3.0
Food & Beverage Services	3.4	3.8	3.9	4.0	4.3	4.4	4.5
Food Stores	0.9	1.2	1.1	1.2	1.2	1.2	1.3
Ground Tran. & Motor Fuel	2.7	2.8	3.3	4.0	3.7	3.4	4.3
Arts, Entertainment & Recreation	2.0	2.3	2.4	2.5	2.6	2.7	2.7
Retail Sales	2.3	2.8	2.8	2.9	3.0	3.0	2.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	13.3	15.3	15.8	17.2	17.7	17.8	18.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	2.8	3.3	3.4	3.6	3.9	4.1	4.3
Arts, Entertainment & Recreation	0.5	0.6	0.6	0.6	0.6	0.7	0.7
Retail**	0.8	0.9	0.9	1.0	1.0	1.0	1.1
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	4.1	4.7	4.9	5.2	5.5	5.8	6.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	190	180	180	190	200	200	210
Arts, Entertainment & Recreation	50	40	40	50	50	50	40
Retail**	50	50	50	50	50	50	50
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	290	270	270	290	290	300	300
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Receipts	0.6	0.8	0.8	0.8	0.8	0.8	0.9
Total Direct Tax Receipts	0.8	1.0	1.0	1.1	1.1	1.1	1.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Mono County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	197.2	244.6	271.1	292.1	317.3	327.6	354.3
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.6	0.6
Total Direct Spending	197.6	245.0	271.5	292.6	317.8	328.2	354.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	132.9	167.8	190.6	208.9	231.4	239.9	264.3
Private Campground	9.5	11.1	11.3	11.0	11.3	11.3	11.4
Public Campground	6.0	7.0	7.1	7.4	7.6	7.6	7.7
Private Home	3.3	4.5	4.7	5.0	4.9	5.0	5.2
Vacation Home	26.0	30.2	30.9	31.8	33.3	34.0	34.0
Day Travel	19.5	24.0	26.4	28.0	28.9	29.6	31.6
Spending at Destination	197.2	244.6	271.1	292.1	317.3	327.6	354.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	58.7	73.7	82.2	90.8	98.4	101.9	111.1
Food & Beverage Services	57.2	69.8	77.3	81.9	89.8	94.5	103.1
Food Stores	7.5	9.5	10.1	10.4	11.1	11.4	12.2
Ground Tran. & Motor Fuel	3.3	3.5	4.0	5.0	4.6	4.2	5.3
Arts, Entertainment & Recreation	35.9	44.9	49.9	53.3	58.3	60.2	65.0
Retail Sales	34.5	43.1	47.6	50.6	55.0	55.3	57.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	197.2	244.6	271.1	292.1	317.3	327.6	354.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	35.7	44.9	50.5	55.6	59.7	63.7	70.7
Arts, Entertainment & Recreation	14.2	17.8	19.8	21.1	23.1	23.9	25.8
Retail**	5.9	6.9	7.6	8.0	9.5	9.6	10.1
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.2	0.2	0.3	0.2	0.3	0.3
Total Direct Earnings	56.0	69.9	78.1	85.0	92.5	97.5	106.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,140	2,320	2,590	2,840	2,920	3,060	3,190
Arts, Entertainment & Recreation	1,180	1,260	1,410	1,480	1,550	1,660	2,040
Retail**	320	330	350	350	400	380	390
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	3,650	3,920	4,350	4,680	4,870	5,110	5,640
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.2	7.0	7.6	8.4	9.2	9.5	12.4
State Tax Receipts	7.0	8.8	9.7	10.3	11.2	11.6	12.5
Total Direct Tax Receipts	12.2	15.7	17.3	18.7	20.4	21.1	24.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Monterey County**  
**Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,162	1,618	1,786	1,856	1,827	1,819	1,833
Other Travel*	24	27	28	31	30	15	11
Total Direct Spending	1,186	1,645	1,814	1,887	1,857	1,835	1,844
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	743	1,077	1,206	1,257	1,248	1,239	1,247
Private Campground	10	10	11	12	12	12	13
Public Campground	14	14	14	15	15	15	16
Private Home	84	102	106	111	109	111	113
Vacation Home	36	42	43	44	48	48	49
Day Travel	275	373	407	418	394	394	396
Spending at Destination	1,162	1,618	1,786	1,856	1,827	1,819	1,833
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	260	379	423	460	444	436	437
Food & Beverage Services	327	450	494	499	498	510	518
Food Stores	33	45	49	50	50	51	52
Ground Tran. & Motor Fuel	46	50	57	70	65	60	74
Arts, Entertainment & Recreation	188	267	294	299	298	300	301
Retail Sales	300	420	462	470	465	456	445
Air Transportation (visitor only)	8	7	7	8	7	7	7
Spending at Destination	1,162	1,618	1,786	1,856	1,827	1,819	1,833
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	224	322	360	382	368	379	391
Arts, Entertainment & Recreation	194	276	304	310	308	310	311
Retail**	45	57	63	65	70	69	69
Auto Rental & other ground tran.	1	1	1	1	1	1	1
Air Transportation (visitor only)	6	6	6	7	7	6	6
Other Travel*	14	16	17	18	19	11	8
Total Direct Earnings	484	679	751	782	773	777	787
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	11.5	14.3	15.6	15.6	14.5	14.1	14.5
Arts, Entertainment & Recreation	4.9	6.0	6.5	6.2	5.9	5.2	4.8
Retail**	2.2	2.5	2.6	2.5	2.5	2.4	2.4
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.3	0.3	0.3	0.3	0.3	0.2	0.2
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.3	0.3
Total Direct Employment	19.3	23.6	25.5	25.0	23.6	22.4	22.2
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	33	45	50	53	51	51	52
State Tax Receipts	48	67	74	76	75	75	75
Total Direct Tax Receipts	82	113	123	129	126	126	127

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



## Napa County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	356.5	568.1	587.4	628.5	642.1	659.0	662.6
Other Travel*	4.5	4.6	4.7	5.2	4.9	4.4	3.8
Total Direct Spending	361.1	572.7	592.0	633.7	647.0	663.4	666.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	201.9	348.9	358.6	387.3	404.0	416.4	418.2
Private Campground	15.6	16.9	18.9	19.1	19.6	19.6	20.0
Public Campground	1.4	1.5	1.6	1.6	1.7	1.7	1.7
Private Home	14.7	18.0	18.7	19.5	19.6	20.1	20.8
Vacation Home	13.2	15.0	15.4	16.0	17.2	17.5	18.0
Day Travel	109.8	167.9	174.2	185.0	180.0	183.6	183.9
Spending at Destination	356.5	568.1	587.4	628.5	642.1	659.0	662.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	73.4	125.0	128.6	139.8	140.6	146.1	147.2
Food & Beverage Services	90.4	141.7	145.7	153.6	159.5	167.3	169.2
Food Stores	11.7	17.6	18.3	19.1	19.7	20.4	20.8
Ground Tran. & Motor Fuel	15.5	17.5	19.9	24.1	22.5	21.0	25.5
Arts, Entertainment & Recreation	77.5	125.2	129.2	137.3	141.2	145.2	145.4
Retail Sales	88.1	141.1	145.7	154.7	158.7	158.9	154.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	356.5	568.1	587.4	628.5	642.1	659.0	662.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	60.5	100.5	103.9	112.8	113.5	121.3	125.6
Arts, Entertainment & Recreation	31.8	51.3	52.9	56.3	57.9	59.5	59.6
Retail**	13.5	19.4	20.2	21.4	24.0	24.2	23.9
Auto Rental & other ground tran.	0.5	0.9	0.9	0.9	0.9	0.9	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	3.2	3.3	3.7	3.8	3.5	3.0
Total Direct Earnings	109.3	175.3	181.1	195.0	200.0	209.5	213.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,290	4,630	4,440	4,400	4,250	4,450	4,510
Arts, Entertainment & Recreation	1,860	2,550	2,460	2,360	2,310	3,380	3,460
Retail**	730	910	860	800	850	870	860
Auto Rental & other ground tran.	20	40	40	40	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	80	80	80	80	80	60	50
Total Direct Employment	5,990	8,210	7,870	7,680	7,520	8,790	8,920
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	8.7	15.7	16.7	18.1	18.3	18.9	18.4
State Tax Receipts	14.4	22.7	23.4	24.8	25.4	26.1	26.1
Total Direct Tax Receipts	23.1	38.3	40.1	42.9	43.7	45.0	44.5

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Nevada County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	155.7	184.1	200.6	216.0	220.9	224.9	230.5
Other Travel*	0.6	0.8	0.8	0.9	0.9	0.6	0.3
Total Direct Spending	156.3	184.9	201.4	217.0	221.8	225.5	230.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	33.4	45.7	54.9	61.2	63.9	66.4	67.1
Private Campground	35.0	34.3	36.7	39.9	40.6	40.4	41.8
Public Campground	6.0	6.8	7.0	7.4	7.5	7.5	7.8
Private Home	27.5	34.8	36.4	38.4	38.2	38.9	40.4
Vacation Home	27.5	31.9	32.7	33.8	36.7	37.2	38.0
Day Travel	26.3	30.6	32.9	35.2	34.0	34.5	35.4
Spending at Destination	155.7	184.1	200.6	216.0	220.9	224.9	230.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	28.0	33.9	37.6	40.4	42.8	43.7	43.5
Food & Beverage Services	43.0	50.6	54.7	57.9	59.4	62.4	63.7
Food Stores	12.7	14.8	15.5	16.3	16.8	17.3	17.8
Ground Tran. & Motor Fuel	14.2	15.1	17.4	21.4	19.9	18.4	22.7
Arts, Entertainment & Recreation	26.5	32.2	35.0	37.2	38.2	39.3	39.8
Retail Sales	31.3	37.5	40.3	42.8	43.7	43.8	43.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	155.7	184.1	200.6	216.0	220.9	224.9	230.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	30.5	36.9	41.0	44.3	45.5	48.9	50.9
Arts, Entertainment & Recreation	8.6	10.5	11.3	12.1	12.4	12.8	12.9
Retail**	6.9	7.8	8.4	8.9	9.7	9.9	10.0
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.3	0.1
Total Direct Earnings	46.4	55.5	61.2	65.8	68.1	71.8	74.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,830	1,890	2,010	2,140	2,100	2,110	2,130
Arts, Entertainment & Recreation	670	700	730	760	740	690	760
Retail**	350	340	340	350	360	380	390
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	30	30	30	30	20	20	10
Total Direct Employment	2,880	2,960	3,110	3,270	3,220	3,200	3,300
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.1	2.7	3.0	3.3	3.4	3.5	3.7
State Tax Receipts	6.6	8.0	8.6	9.1	9.2	9.4	9.6
Total Direct Tax Receipts	8.7	10.7	11.6	12.4	12.6	13.0	13.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Orange County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,217	5,546	5,743	6,232	6,146	6,194	6,681
Other Travel*	132	147	150	167	158	144	156
Total Direct Spending	4,349	5,693	5,893	6,399	6,304	6,338	6,837
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,189	2,980	3,068	3,372	3,414	3,429	3,772
Private Campground	82	84	88	92	93	92	95
Public Campground	10	12	12	14	14	14	14
Private Home	564	706	742	786	774	782	799
Vacation Home	88	101	104	108	116	117	120
Day Travel	1,283	1,663	1,729	1,860	1,735	1,760	1,881
Spending at Destination	4,217	5,546	5,743	6,232	6,146	6,194	6,681
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	680	931	951	1,050	1,081	1,062	1,151
Food & Beverage Services	1,035	1,343	1,375	1,456	1,437	1,502	1,620
Food Stores	114	152	156	164	163	168	180
Ground Tran. & Motor Fuel	513	633	706	832	781	747	872
Arts, Entertainment & Recreation	995	1,332	1,368	1,462	1,439	1,475	1,578
Retail Sales	835	1,113	1,145	1,222	1,201	1,198	1,239
Air Transportation (visitor only)	46	42	42	47	45	42	40
Spending at Destination	4,217	5,546	5,743	6,232	6,146	6,194	6,681
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	652	877	906	990	978	1,023	1,135
Arts, Entertainment & Recreation	450	602	618	660	650	666	713
Retail**	137	165	172	183	194	196	207
Auto Rental & other ground tran.	20	37	38	40	39	40	41
Air Transportation (visitor only)	35	34	35	40	43	41	37
Other Travel*	80	90	92	103	102	95	98
Total Direct Earnings	1,373	1,804	1,861	2,017	2,007	2,062	2,230
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	34.6	40.7	40.8	43.3	40.7	41.2	44.4
Arts, Entertainment & Recreation	21.5	25.1	25.3	25.8	24.2	24.2	23.7
Retail**	6.2	6.6	6.5	6.5	6.6	6.5	6.9
Auto Rental & other ground tran.	0.9	1.4	1.4	1.4	1.3	1.3	1.3
Air Transportation (visitor only)	1.0	0.9	0.9	1.0	0.9	0.8	0.7
Other Travel*	2.9	2.8	2.8	2.8	2.6	2.4	2.5
Total Direct Employment	67.1	77.5	77.7	80.9	76.4	76.5	79.5
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	98.4	144.9	148.6	163.0	166.0	164.7	179.1
State Tax Receipts	183.4	244.0	250.9	268.0	262.1	266.5	283.7
Total Direct Tax Receipts	281.8	389.0	399.6	431.1	428.0	431.2	462.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Placer County**  
**Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	344.2	510.1	536.5	557.6	564.2	581.9	602.3
Other Travel*	3.7	4.6	4.8	5.4	5.1	4.6	3.9
Total Direct Spending	347.9	514.7	541.3	563.0	569.4	586.5	606.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	157.2	267.7	284.8	291.2	294.9	303.1	306.8
Private Campground	15.5	17.4	18.6	18.8	19.0	18.8	19.6
Public Campground	14.2	17.2	14.8	16.7	16.9	16.6	17.5
Private Home	52.7	73.5	78.8	85.4	88.6	93.1	99.9
Vacation Home	52.8	60.4	62.1	64.5	66.5	69.8	74.5
Day Travel	51.9	73.8	77.5	81.1	78.4	80.6	84.0
Spending at Destination	344.2	510.1	536.5	557.6	564.2	581.9	602.3
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	69.1	110.1	115.4	119.2	120.3	124.8	126.1
Food & Beverage Services	87.5	132.1	137.7	139.1	142.5	151.5	155.9
Food Stores	15.9	23.0	23.1	23.6	24.5	25.7	26.8
Ground Tran. & Motor Fuel	37.8	40.7	46.8	57.5	53.4	49.5	60.8
Arts, Entertainment & Recreation	70.6	106.5	111.6	113.8	116.7	122.0	125.0
Retail Sales	63.3	97.6	102.1	104.5	106.7	108.4	107.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	344.2	510.1	536.5	557.6	564.2	581.9	602.3
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	57.3	91.2	96.1	99.5	99.8	107.7	113.0
Arts, Entertainment & Recreation	29.2	44.0	46.1	47.1	48.3	50.4	51.7
Retail**	11.7	16.0	16.8	17.4	19.0	19.5	20.0
Auto Rental & other ground tran.	0.3	0.5	0.6	0.6	0.6	0.6	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.9	2.4	2.5	2.8	2.6	2.4	2.0
Total Direct Earnings	100.5	154.1	162.1	167.3	170.2	180.6	187.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,670	4,700	4,700	4,840	4,640	4,880	4,980
Arts, Entertainment & Recreation	2,290	2,780	2,800	2,800	2,730	3,090	3,100
Retail**	590	650	640	640	660	670	680
Auto Rental & other ground tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	100	100	100	100	90	80	70
Total Direct Employment	6,670	8,250	8,260	8,390	8,140	8,740	8,850
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.9	10.9	11.7	12.1	12.2	12.6	12.2
State Tax Receipts	14.6	21.5	22.3	23.0	23.2	24.0	24.6
Total Direct Tax Receipts	20.4	32.3	34.0	35.1	35.3	36.6	36.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Plumas County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	68.0	82.3	84.0	89.1	94.6	96.6	97.4
Other Travel*	0.4	0.5	0.5	0.6	0.5	0.7	0.7
Total Direct Spending	68.4	82.8	84.5	89.7	95.2	97.3	98.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.7	15.8	19.9	22.5	26.8	28.0	27.7
Private Campground	14.4	22.8	19.6	20.4	20.9	21.0	21.3
Public Campground	6.2	7.1	7.2	7.6	7.8	7.8	8.0
Private Home	6.4	7.6	7.9	8.2	8.1	8.2	8.4
Vacation Home	15.2	17.6	18.0	18.6	19.3	19.5	19.8
Day Travel	9.1	11.4	11.3	11.9	11.8	12.0	12.1
Spending at Destination	68.0	82.3	84.0	89.1	94.6	96.6	97.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	15.2	17.9	18.7	20.0	22.0	22.3	22.1
Food & Beverage Services	19.1	22.6	23.0	24.2	25.8	27.0	27.4
Food Stores	6.3	8.9	8.3	8.6	8.9	9.1	9.4
Ground Tran. & Motor Fuel	2.2	2.3	2.7	3.3	3.1	2.9	3.5
Arts, Entertainment & Recreation	11.5	13.8	14.3	15.1	16.1	16.5	16.6
Retail Sales	13.7	16.8	17.0	17.9	18.8	18.8	18.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	68.0	82.3	84.0	89.1	94.6	96.6	97.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	15.2	18.2	19.0	20.5	22.0	23.4	24.4
Arts, Entertainment & Recreation	3.4	4.1	4.2	4.5	4.8	4.9	4.9
Retail**	2.9	3.6	3.5	3.7	4.2	4.2	4.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.4
Total Direct Earnings	21.8	26.1	27.1	29.0	31.2	32.9	34.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,080	1,110	1,050	1,230	1,250	1,210	1,210
Arts, Entertainment & Recreation	210	210	200	230	230	230	230
Retail**	180	190	170	190	200	210	220
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	1,480	1,520	1,430	1,650	1,690	1,670	1,660
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.1	1.3	1.3	1.4	1.6	1.7	1.5
State Tax Receipts	2.6	3.2	3.3	3.4	3.6	3.7	3.7
Total Direct Tax Receipts	3.7	4.5	4.6	4.9	5.3	5.4	5.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Riverside County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	3,037	3,980	4,271	4,506	4,599	4,708	4,883
Other Travel*	19	21	21	23	22	20	21
Total Direct Spending	3,056	4,001	4,292	4,530	4,620	4,728	4,904
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	913	1,274	1,398	1,463	1,560	1,604	1,664
Private Campground	349	460	498	542	553	551	566
Public Campground	19	19	20	21	21	21	22
Private Home	346	464	489	521	533	551	574
Vacation Home	528	609	624	646	669	690	717
Day Travel	883	1,156	1,241	1,313	1,263	1,292	1,340
Spending at Destination	3,037	3,980	4,271	4,506	4,599	4,708	4,883
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	525	701	753	792	846	854	866
Food & Beverage Services	837	1,091	1,162	1,203	1,230	1,302	1,359
Food Stores	144	198	210	220	227	235	244
Ground Tran. & Motor Fuel	226	251	287	349	325	303	369
Arts, Entertainment & Recreation	539	724	774	807	825	858	887
Retail Sales	742	995	1,064	1,112	1,124	1,136	1,138
Air Transportation (visitor only)	23	21	21	23	22	21	19
Spending at Destination	3,037	3,980	4,271	4,506	4,599	4,708	4,883
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	439	590	641	677	697	747	794
Arts, Entertainment & Recreation	227	305	326	340	348	361	374
Retail**	119	146	157	165	181	185	189
Auto Rental & other ground tran.	3	6	6	6	6	6	7
Air Transportation (visitor only)	17	17	17	19	21	20	17
Other Travel*	12	13	14	15	15	14	14
Total Direct Earnings	818	1,077	1,161	1,223	1,267	1,334	1,396
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	30.9	35.5	37.6	36.8	35.9	37.1	37.9
Arts, Entertainment & Recreation	15.0	17.1	18.1	17.2	16.7	16.9	16.8
Retail**	6.7	7.2	7.3	6.9	7.1	7.1	7.1
Auto Rental & other ground tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Air Transportation (visitor only)	0.6	0.6	0.6	0.6	0.6	0.5	0.4
Other Travel*	0.6	0.5	0.5	0.5	0.5	0.5	0.5
Total Direct Employment	54.0	61.1	64.5	62.2	61.1	62.3	62.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	56	78	84	89	93	95	100
State Tax Receipts	133	175	186	195	197	203	210
Total Direct Tax Receipts	189	254	270	284	290	298	311

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Sacramento County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,216	1,600	1,702	1,881	1,872	1,904	1,969
Other Travel*	51	55	56	63	60	55	46
Total Direct Spending	1,267	1,656	1,759	1,944	1,932	1,958	2,014
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	444	620	666	769	793	808	827
Private Campground	23	25	27	27	28	27	29
Public Campground	0	0	0	0	0	0	0
Private Home	334	420	441	465	465	474	494
Vacation Home	13	15	15	16	17	18	18
Day Travel	402	520	553	604	569	578	600
Spending at Destination	1,216	1,600	1,702	1,881	1,872	1,904	1,969
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	134	188	201	226	237	241	243
Food & Beverage Services	313	408	429	466	468	492	505
Food Stores	40	55	57	61	62	64	66
Ground Tran. & Motor Fuel	205	263	291	339	319	308	355
Arts, Entertainment & Recreation	235	313	331	361	363	374	381
Retail Sales	269	357	377	409	407	409	404
Air Transportation (visitor only)	19	17	17	19	17	16	15
Spending at Destination	1,216	1,600	1,702	1,881	1,872	1,904	1,969
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	167	226	242	270	271	291	306
Arts, Entertainment & Recreation	104	139	146	160	161	166	168
Retail**	45	55	58	63	67	68	69
Auto Rental & other ground tran.	10	19	20	21	20	21	21
Air Transportation (visitor only)	14	14	14	16	17	16	14
Other Travel*	33	36	37	41	42	40	33
Total Direct Earnings	374	488	517	571	578	601	613
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	11.4	12.9	13.1	14.2	13.6	14.1	14.7
Arts, Entertainment & Recreation	5.9	6.6	6.7	7.0	6.7	6.4	6.3
Retail**	2.5	2.5	2.5	2.5	2.6	2.5	2.6
Auto Rental & other ground tran.	0.5	0.7	0.7	0.7	0.7	0.7	0.7
Air Transportation (visitor only)	0.5	0.4	0.4	0.4	0.4	0.4	0.3
Other Travel*	1.2	1.1	1.1	1.2	1.1	0.9	0.8
Total Direct Employment	21.9	24.2	24.5	26.1	25.1	25.1	25.4
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	26	36	38	43	44	45	45
State Tax Receipts	59	78	82	89	88	90	92
Total Direct Tax Receipts	84	115	121	132	132	134	137

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## San Benito County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	49.1	63.4	69.3	74.5	73.2	73.0	74.5
Other Travel*	0.5	0.6	0.6	0.7	0.7	0.8	0.9
Total Direct Spending	49.6	64.1	70.0	75.2	73.9	73.8	75.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	5.6	9.4	10.6	11.6	10.9	9.9	9.8
Private Campground	15.2	16.0	17.8	19.0	19.6	19.6	20.0
Public Campground	0.3	0.5	0.5	0.6	0.7	0.7	0.7
Private Home	12.9	18.6	19.8	21.3	21.3	21.8	22.6
Vacation Home	1.4	1.7	1.7	1.8	1.8	1.9	1.9
Day Travel	13.5	17.3	18.9	20.2	19.0	19.2	19.6
Spending at Destination	49.1	63.4	69.3	74.5	73.2	73.0	74.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.6	7.3	8.1	8.9	8.8	8.2	7.9
Food & Beverage Services	15.0	19.4	21.0	22.2	21.8	22.5	23.1
Food Stores	5.0	6.4	6.9	7.3	7.5	7.7	7.9
Ground Tran. & Motor Fuel	2.9	3.1	3.5	4.4	4.1	3.8	4.6
Arts, Entertainment & Recreation	9.1	12.2	13.3	14.1	13.8	13.9	14.2
Retail Sales	11.5	15.2	16.5	17.6	17.2	17.0	16.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	49.1	63.4	69.3	74.5	73.2	73.0	74.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	9.9	12.9	14.4	15.5	15.2	15.8	16.6
Arts, Entertainment & Recreation	2.3	3.2	3.4	3.7	3.6	3.6	3.7
Retail**	2.1	2.6	2.8	3.0	3.2	3.3	3.3
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Total Direct Earnings	14.6	19.0	21.0	22.6	22.3	23.1	24.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	530	600	620	640	590	670	630
Arts, Entertainment & Recreation	210	240	250	250	230	200	220
Retail**	110	120	120	110	110	100	100
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	860	960	990	1,010	950	990	960
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.7	1.2	1.3	1.4	1.3	1.3	1.3
State Tax Receipts	2.2	2.8	3.1	3.3	3.2	3.2	3.3
Total Direct Tax Receipts	2.9	4.0	4.3	4.6	4.5	4.5	4.6

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



**San Bernardino County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,907	2,378	2,526	2,712	2,713	2,742	2,898
Other Travel*	18	22	23	25	24	31	33
Total Direct Spending	1,925	2,399	2,548	2,737	2,737	2,773	2,932
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	389	520	567	623	662	677	742
Private Campground	93	132	145	161	163	160	168
Public Campground	17	17	19	20	21	20	21
Private Home	290	369	389	415	413	418	435
Vacation Home	546	629	648	675	685	692	713
Day Travel	572	711	758	817	769	775	820
Spending at Destination	1,907	2,378	2,526	2,712	2,713	2,742	2,898
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	290	366	386	411	433	435	447
Food & Beverage Services	493	612	641	668	674	708	743
Food Stores	70	94	98	102	104	108	112
Ground Tran. & Motor Fuel	288	329	373	450	420	395	475
Arts, Entertainment & Recreation	325	415	436	458	462	476	495
Retail Sales	440	563	592	622	620	621	626
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	1,907	2,378	2,526	2,712	2,713	2,742	2,898
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	250	319	341	364	370	396	428
Arts, Entertainment & Recreation	145	185	194	204	206	212	221
Retail**	75	88	93	98	105	107	111
Auto Rental & other ground tran.	6	10	11	11	11	11	12
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	9	11	12	13	13	16	17
Total Direct Earnings	485	613	651	691	704	742	788
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	18.6	19.3	21.0	21.6	20.9	21.3	22.6
Arts, Entertainment & Recreation	13.2	13.6	14.8	14.7	14.1	13.0	12.9
Retail**	4.3	4.2	4.4	4.4	4.4	4.4	4.4
Auto Rental & other ground tran.	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.5	0.4
Total Direct Employment	36.8	37.8	41.0	41.5	40.2	39.5	40.7
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	30	39	42	46	47	47	50
State Tax Receipts	90	115	120	127	126	128	134
Total Direct Tax Receipts	120	154	162	172	172	175	184

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## San Diego County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	5,041	7,564	8,023	8,652	8,363	8,414	8,842
Other Travel*	179	192	197	220	209	180	172
Total Direct Spending	5,220	7,756	8,221	8,873	8,571	8,594	9,014
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,427	3,905	4,184	4,537	4,441	4,453	4,734
Private Campground	115	275	288	317	325	324	334
Public Campground	64	56	52	69	71	70	73
Private Home	634	756	785	824	814	828	849
Vacation Home	171	196	202	208	220	224	228
Day Travel	1,629	2,376	2,513	2,697	2,491	2,514	2,624
Spending at Destination	5,041	7,564	8,023	8,652	8,363	8,414	8,842
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	794	1,303	1,389	1,519	1,489	1,482	1,569
Food & Beverage Services	1,327	1,985	2,090	2,212	2,144	2,222	2,339
Food Stores	147	235	244	260	259	265	278
Ground Tran. & Motor Fuel	479	589	658	776	728	696	814
Arts, Entertainment & Recreation	1,084	1,670	1,767	1,884	1,816	1,845	1,925
Retail Sales	1,101	1,683	1,778	1,895	1,826	1,808	1,826
Air Transportation (visitor only)	109	98	96	107	100	96	90
Spending at Destination	5,041	7,564	8,023	8,652	8,363	8,414	8,842
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	832	1,313	1,404	1,527	1,465	1,535	1,666
Arts, Entertainment & Recreation	492	758	802	855	824	838	874
Retail**	171	237	252	269	283	283	291
Auto Rental & other ground tran.	19	35	36	38	37	38	39
Air Transportation (visitor only)	37	36	36	40	43	41	36
Other Travel*	76	86	89	100	100	85	79
Total Direct Earnings	1,626	2,465	2,619	2,829	2,751	2,821	2,986
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	47.7	62.5	64.3	67.6	61.9	62.9	66.4
Arts, Entertainment & Recreation	23.6	30.2	31.2	31.6	29.0	28.9	30.9
Retail**	9.1	10.7	10.7	10.6	10.6	10.4	10.7
Auto Rental & other ground tran.	0.9	1.4	1.3	1.4	1.3	1.2	1.2
Air Transportation (visitor only)	1.1	1.1	1.1	1.1	1.1	0.9	0.8
Other Travel*	3.0	2.9	2.9	2.9	2.8	2.2	2.0
Total Direct Employment	85.5	108.7	111.5	115.2	106.6	106.7	112.1
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	122	186	200	217	211	211	219
State Tax Receipts	218	325	342	365	352	357	372
Total Direct Tax Receipts	341	512	542	582	563	567	591

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## San Francisco County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	4,343	6,008	6,644	6,974	6,021	5,853	6,117
Other Travel*	2,177	2,019	2,022	2,254	2,157	2,045	1,947
Total Direct Spending	6,520	8,027	8,666	9,228	8,178	7,898	8,065
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,955	4,347	4,870	5,112	4,382	4,227	4,465
Private Campground	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0
Private Home	794	772	780	847	785	765	728
Vacation Home	23	27	27	28	32	32	32
Day Travel	572	862	966	987	822	829	893
Spending at Destination	4,343	6,008	6,644	6,974	6,021	5,853	6,117
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	757	1,279	1,465	1,596	1,295	1,132	1,172
Food & Beverage Services	778	1,233	1,393	1,396	1,205	1,250	1,377
Food Stores	68	109	122	122	108	110	121
Ground Tran. & Motor Fuel	184	243	268	309	292	283	323
Arts, Entertainment & Recreation	538	873	989	999	863	878	957
Retail Sales	634	1,022	1,157	1,169	1,007	997	1,053
Air Transportation (visitor only)***	1,384	1,250	1,250	1,382	1,251	1,203	1,114
Spending at Destination	4,343	6,008	6,644	6,974	6,021	5,853	6,117
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	580	955	1,094	1,161	953	933	1,024
Arts, Entertainment & Recreation	256	416	471	476	411	418	456
Retail**	95	137	155	157	149	149	159
Auto Rental & other ground tran.	12	23	24	25	24	25	26
Air Transportation (visitor only)***	22	21	22	25	25	25	21
Other Travel*	100	116	119	134	132	110	83
Total Direct Earnings	1,065	1,667	1,885	1,977	1,695	1,660	1,769
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	23.0	32.8	36.7	36.1	28.6	28.3	31.1
Arts, Entertainment & Recreation	10.4	14.6	16.3	15.2	12.5	11.3	12.3
Retail**	3.5	4.5	4.9	4.5	4.0	4.0	4.3
Auto Rental & other ground tran.	0.6	0.9	0.9	0.9	0.8	0.8	0.8
Air Transportation (visitor only)***	0.7	0.7	0.7	0.7	0.7	0.6	0.5
Other Travel*	3.4	3.3	3.3	3.3	3.1	2.5	2.0
Total Direct Employment	41.7	56.9	62.8	60.7	49.8	47.5	50.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	110	217	243	260	214	196	210
State Tax Receipts	120	189	212	216	188	189	204
Total Direct Tax Receipts	230	406	454	476	402	385	413

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

\*\*\*Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

## San Joaquin County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	312.6	364.3	394.2	455.5	454.1	453.4	482.8
Other Travel*	4.7	5.9	6.1	6.8	6.5	6.0	5.2
Total Direct Spending	317.4	370.3	400.3	462.3	460.7	459.4	488.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	88.4	92.5	101.6	125.3	131.5	131.7	138.1
Private Campground	30.6	39.8	44.2	56.4	56.5	55.2	59.2
Public Campground	2.4	2.1	2.4	2.7	2.7	2.6	2.9
Private Home	77.6	96.0	101.8	108.4	109.1	110.0	118.2
Vacation Home	6.6	7.7	7.9	8.2	8.7	8.8	9.2
Day Travel	106.9	126.3	136.4	154.4	145.5	145.0	155.2
Spending at Destination	312.6	364.3	394.2	455.5	454.1	453.4	482.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.6	36.6	39.5	48.4	51.5	51.9	52.5
Food & Beverage Services	72.6	85.6	90.5	100.8	102.6	107.5	110.6
Food Stores	15.0	19.6	20.7	23.1	23.9	24.6	25.5
Ground Tran. & Motor Fuel	81.3	87.2	100.2	123.4	114.7	106.1	130.7
Arts, Entertainment & Recreation	43.2	52.1	55.3	61.9	62.9	64.6	65.8
Retail Sales	68.0	83.2	88.1	97.9	98.6	98.7	97.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	312.6	364.3	394.2	455.5	454.1	453.4	482.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	44.9	52.9	57.0	66.4	67.8	72.4	76.5
Arts, Entertainment & Recreation	18.5	22.3	23.7	26.5	26.9	27.7	28.2
Retail**	14.4	16.3	17.6	19.3	20.5	20.9	21.6
Auto Rental & other ground tran.	0.4	0.8	0.9	0.9	0.9	0.9	1.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.5	3.1	3.2	3.5	3.4	3.1	2.7
Total Direct Earnings	80.7	95.4	102.3	116.7	119.5	125.0	130.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,080	3,020	3,180	3,600	3,500	3,520	3,460
Arts, Entertainment & Recreation	1,680	1,670	1,760	1,890	1,820	1,720	1,440
Retail**	840	790	820	850	850	850	900
Auto Rental & other ground tran.	20	30	30	30	30	30	30
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	140	140	140	140	130	110	100
Total Direct Employment	5,760	5,650	5,940	6,510	6,340	6,230	5,940
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	5.2	6.2	6.7	8.0	8.1	8.1	8.5
State Tax Receipts	17.0	20.8	21.8	24.0	23.6	23.8	24.8
Total Direct Tax Receipts	22.2	27.0	28.5	31.9	31.7	31.9	33.3

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**San Luis Obispo County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	626.6	769.8	829.5	904.3	891.4	897.6	926.4
Other Travel*	3.8	4.8	5.0	5.6	5.3	4.7	4.1
Total Direct Spending	630.4	774.6	834.5	909.9	896.7	902.3	930.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	318.2	395.2	425.4	475.1	474.7	478.7	495.9
Private Campground	47.6	60.3	67.5	72.6	74.5	74.4	76.5
Public Campground	17.5	17.9	20.9	20.5	21.0	21.0	21.7
Private Home	50.1	61.9	64.5	67.6	66.9	68.4	70.7
Vacation Home	24.6	28.4	29.2	30.2	32.3	32.8	33.6
Day Travel	168.6	206.0	222.1	238.3	222.0	222.3	227.9
Spending at Destination	626.6	769.8	829.5	904.3	891.4	897.6	926.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	122.6	153.7	165.5	184.2	192.3	198.5	203.2
Food & Beverage Services	174.2	211.4	226.0	242.0	236.2	242.7	251.2
Food Stores	27.9	35.4	38.6	40.2	40.6	41.3	42.8
Ground Tran. & Motor Fuel	40.1	43.2	49.6	60.9	56.7	52.5	64.5
Arts, Entertainment & Recreation	97.5	121.8	130.7	141.3	137.3	138.2	141.7
Retail Sales	164.2	204.3	219.2	235.6	228.4	224.4	223.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	626.6	769.8	829.5	904.3	891.4	897.6	926.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	119.4	148.6	160.8	177.8	175.7	185.2	196.0
Arts, Entertainment & Recreation	56.0	69.9	75.1	81.1	78.8	79.4	81.4
Retail**	27.6	31.7	34.3	36.7	38.9	38.7	39.3
Auto Rental & other ground tran.	0.3	0.6	0.6	0.6	0.6	0.6	0.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	2.0	2.5	2.6	2.9	2.7	2.4	2.1
Total Direct Earnings	205.3	253.3	273.3	299.1	296.7	306.4	319.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	7,600	7,990	8,430	9,020	8,470	8,610	8,660
Arts, Entertainment & Recreation	5,870	6,160	6,520	6,730	6,230	5,830	6,130
Retail**	1,590	1,560	1,610	1,610	1,620	1,550	1,550
Auto Rental & other ground tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	150	140	140	140	130	100	90
Total Direct Employment	15,220	15,890	16,720	17,530	16,470	16,110	16,460
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	12.6	17.6	19.2	21.3	21.9	22.5	22.3
State Tax Receipts	27.3	33.9	36.2	38.9	37.9	38.1	39.1
Total Direct Tax Receipts	39.9	51.5	55.4	60.3	59.7	60.6	61.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**San Mateo County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,315	2,087	2,196	2,329	1,985	1,928	1,974
Other Travel*	38	48	50	55	53	44	50
Total Direct Spending	1,353	2,135	2,246	2,385	2,038	1,972	2,024
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	745	1,339	1,404	1,492	1,218	1,156	1,176
Private Campground	19	17	21	23	26	26	27
Public Campground	10	8	10	11	12	13	13
Private Home	207	247	258	272	272	276	284
Vacation Home	13	15	15	16	18	18	18
Day Travel	321	461	489	515	439	439	454
Spending at Destination	1,315	2,087	2,196	2,329	1,985	1,928	1,974
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	224	402	421	466	356	304	291
Food & Beverage Services	296	462	481	491	412	419	430
Food Stores	34	51	53	55	49	49	51
Ground Tran. & Motor Fuel	299	444	479	534	508	506	552
Arts, Entertainment & Recreation	207	330	345	355	299	298	303
Retail Sales	254	399	417	429	362	352	347
Air Transportation***	0	0	0	0	0	0	0
Spending at Destination	1,315	2,087	2,196	2,329	1,985	1,928	1,974
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	182	308	324	348	275	266	273
Arts, Entertainment & Recreation	89	142	149	153	129	128	130
Retail**	45	62	66	68	63	63	64
Auto Rental & other ground tran.	25	46	48	51	49	51	52
Air Transportation***	0	0	0	0	0	0	0
Other Travel*	1,118	1,095	1,123	1,260	1,337	1,300	1,175
Total Direct Earnings	1,459	1,653	1,710	1,880	1,854	1,808	1,693
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	8.8	12.8	13.0	13.0	9.9	9.8	10.1
Arts, Entertainment & Recreation	5.2	7.2	7.3	6.9	5.6	5.3	5.3
Retail**	1.7	2.0	2.0	1.9	1.7	1.7	1.8
Auto Rental & other ground tran.	1.2	1.8	1.8	1.8	1.7	1.6	1.6
Air Transportation***	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	20.9	19.6	19.8	20.4	19.7	17.2	15.5
Total Direct Employment	37.8	43.4	44.1	44.0	38.4	35.6	34.3
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	36	61	64	69	56	51	52
State Tax Receipts	84	120	125	133	121	119	117
Total Direct Tax Receipts	120	182	189	202	177	170	170

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

\*\*\*Visitor spending on air travel to SFO airport is allocated to San Francisco. All employment and earnings impacts are allocated to San Mateo 'Other Travel.'

## Santa Barbara County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	760	1,014	1,087	1,158	1,157	1,168	1,209
Other Travel*	10	10	11	12	11	10	10
Total Direct Spending	770	1,024	1,097	1,169	1,168	1,179	1,219
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	416	594	648	687	704	714	742
Private Campground	18	19	21	23	23	23	24
Public Campground	14	12	9	16	16	16	17
Private Home	88	105	109	114	111	112	115
Vacation Home	22	26	26	27	29	29	30
Day Travel	201	258	273	290	273	274	282
Spending at Destination	760	1,014	1,087	1,158	1,157	1,168	1,209
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	144	205	222	241	253	260	268
Food & Beverage Services	209	275	293	304	303	313	324
Food Stores	25	32	33	36	36	37	38
Ground Tran. & Motor Fuel	61	70	79	96	89	84	101
Arts, Entertainment & Recreation	120	163	174	182	181	184	189
Retail Sales	197	264	281	295	291	287	286
Air Transportation (visitor only)	4	4	4	4	4	4	4
Spending at Destination	760	1,014	1,087	1,158	1,157	1,168	1,209
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	144	200	217	233	234	246	260
Arts, Entertainment & Recreation	54	74	79	82	82	83	85
Retail**	31	37	40	42	45	45	45
Auto Rental & other ground tran.	1	3	3	3	3	3	3
Air Transportation (visitor only)	3	3	3	3	4	3	3
Other Travel*	7	7	7	8	8	8	7
Total Direct Earnings	240	324	348	371	375	388	404
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	7.6	9.5	9.8	10.2	9.7	9.7	10.0
Arts, Entertainment & Recreation	2.9	3.6	3.8	3.7	3.5	3.4	3.5
Retail**	1.5	1.7	1.7	1.7	1.7	1.6	1.5
Auto Rental & other ground tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Total Direct Employment	12.5	15.3	15.7	16.1	15.4	15.1	15.3
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	20	28	30	32	33	34	36
State Tax Receipts	34	45	48	50	49	50	51
Total Direct Tax Receipts	53	73	78	82	83	84	88

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Santa Clara County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	1,701	2,926	3,162	3,492	3,022	2,840	2,839
Other Travel*	225	245	246	271	261	190	149
Total Direct Spending	1,926	3,171	3,408	3,764	3,284	3,030	2,988
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	898	1,845	2,005	2,251	1,889	1,713	1,673
Private Campground	46	65	76	83	88	88	94
Public Campground	2	2	2	2	2	2	2
Private Home	332	376	394	419	410	415	431
Vacation Home	13	15	16	16	19	19	19
Day Travel	409	622	670	720	615	603	621
Spending at Destination	1,701	2,926	3,162	3,492	3,022	2,840	2,839
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	290	632	686	818	661	539	481
Food & Beverage Services	397	716	767	808	699	697	700
Food Stores	54	92	98	103	94	94	95
Ground Tran. & Motor Fuel	304	373	417	492	461	441	516
Arts, Entertainment & Recreation	252	462	496	526	456	446	444
Retail Sales	337	591	634	671	584	559	541
Air Transportation (visitor only)	66	61	65	75	66	64	60
Spending at Destination	1,701	2,926	3,162	3,492	3,022	2,840	2,839
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	252	504	546	620	510	476	469
Arts, Entertainment & Recreation	104	190	204	217	188	184	183
Retail**	59	89	96	102	98	96	96
Auto Rental & other ground tran.	12	21	22	23	22	23	24
Air Transportation (visitor only)	50	49	54	63	63	62	55
Other Travel*	141	154	155	171	176	139	111
Total Direct Earnings	617	1,007	1,078	1,196	1,057	980	938
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	13.3	22.2	23.5	24.2	19.2	17.9	17.8
Arts, Entertainment & Recreation	5.9	9.1	9.6	9.3	7.7	6.2	5.1
Retail**	2.6	3.4	3.5	3.3	3.0	3.0	3.0
Auto Rental & other ground tran.	0.6	0.9	0.9	0.8	0.8	0.8	0.8
Air Transportation (visitor only)	1.4	1.3	1.4	1.5	1.4	1.2	1.1
Other Travel*	3.7	3.5	3.4	3.4	3.3	2.7	2.4
Total Direct Employment	27.4	40.3	42.3	42.6	35.3	31.8	30.2
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	45	87	94	109	90	79	76
State Tax Receipts	82	133	141	151	134	130	131
Total Direct Tax Receipts	127	220	236	260	225	209	207

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



**Santa Cruz County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	363.4	468.1	520.0	540.8	523.0	498.7	524.9
Other Travel*	5.9	7.4	7.6	8.5	8.2	6.5	6.0
Total Direct Spending	369.3	475.5	527.6	549.3	531.1	505.2	530.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	137.0	205.9	238.1	245.2	232.7	209.5	226.5
Private Campground	31.7	27.4	32.5	36.3	37.2	37.1	38.3
Public Campground	8.3	10.4	11.0	11.4	11.7	11.6	12.1
Private Home	40.5	49.2	51.1	53.9	52.4	52.9	54.1
Vacation Home	55.5	64.4	66.0	68.3	72.7	72.8	72.9
Day Travel	90.5	110.9	121.3	125.6	116.4	114.8	120.9
Spending at Destination	363.4	468.1	520.0	540.8	523.0	498.7	524.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	81.6	111.2	124.6	134.3	129.2	112.2	111.4
Food & Beverage Services	93.1	119.5	132.1	132.0	128.5	129.3	138.5
Food Stores	18.3	22.3	24.5	25.0	25.0	25.3	26.5
Ground Tran. & Motor Fuel	30.8	32.6	37.6	46.4	43.1	39.8	49.2
Arts, Entertainment & Recreation	57.8	76.6	84.8	85.4	82.9	81.8	86.7
Retail Sales	81.8	105.9	116.3	117.7	114.2	110.3	112.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	363.4	468.1	520.0	540.8	523.0	498.7	524.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	61.0	82.8	93.7	98.5	93.3	89.6	95.8
Arts, Entertainment & Recreation	29.2	38.6	42.8	43.1	41.8	41.2	43.7
Retail**	13.9	16.4	18.1	18.4	19.4	19.1	19.9
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	3.1	3.8	3.9	4.4	4.2	3.4	3.1
Total Direct Earnings	107.0	141.6	158.5	164.4	158.7	153.3	162.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	3,840	4,520	4,750	4,700	4,260	4,030	4,270
Arts, Entertainment & Recreation	2,750	3,150	3,280	3,080	2,850	2,650	2,770
Retail**	760	790	790	750	740	690	720
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	160	150	150	150	140	120	110
Total Direct Employment	7,510	8,610	8,970	8,670	7,990	7,490	7,860
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	8.6	12.0	13.3	14.2	13.3	11.8	12.4
State Tax Receipts	15.4	19.9	21.8	22.3	21.5	21.2	22.4
Total Direct Tax Receipts	24.0	31.9	35.1	36.4	34.8	32.9	34.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Shasta County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	215.2	250.5	261.1	283.9	281.5	286.5	298.7
Other Travel*	4.7	4.9	5.0	5.6	5.3	6.0	6.3
Total Direct Spending	219.8	255.4	266.1	289.6	286.8	292.5	305.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	89.4	94.3	103.7	115.8	116.6	120.7	126.5
Private Campground	16.1	27.0	23.6	25.0	25.5	25.2	26.2
Public Campground	7.4	8.2	8.3	9.2	9.4	9.2	9.7
Private Home	20.8	25.0	26.2	27.7	27.7	28.0	29.1
Vacation Home	23.8	27.6	28.4	29.4	30.2	30.5	31.2
Day Travel	57.7	68.3	70.8	76.8	72.1	72.9	76.0
Spending at Destination	215.2	250.5	261.1	283.9	281.5	286.5	298.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	44.0	50.4	52.8	56.9	58.1	59.8	61.1
Food & Beverage Services	53.7	62.2	63.9	68.0	67.8	71.5	73.9
Food Stores	11.3	15.2	14.8	15.4	15.8	16.3	16.8
Ground Tran. & Motor Fuel	24.6	26.0	30.0	37.1	34.4	31.8	39.3
Arts, Entertainment & Recreation	32.9	38.7	40.2	43.1	42.9	44.4	45.4
Retail Sales	46.7	56.0	57.6	61.5	60.7	61.1	60.6
Air Transportation (visitor only)	1.9	1.7	1.7	1.9	1.8	1.7	1.5
Spending at Destination	215.2	250.5	261.1	283.9	281.5	286.5	298.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	38.3	44.7	46.9	51.0	50.6	54.4	57.6
Arts, Entertainment & Recreation	15.5	18.3	19.0	20.3	20.2	20.9	21.4
Retail**	9.0	10.3	10.6	11.3	12.0	12.3	12.6
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	1.5	1.4	1.4	1.6	1.7	1.7	1.4
Other Travel*	3.0	3.3	3.4	3.8	3.8	4.2	4.2
Total Direct Earnings	67.3	77.9	81.3	88.0	88.4	93.5	97.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,550	2,590	2,640	2,880	2,720	2,680	2,810
Arts, Entertainment & Recreation	1,060	1,070	1,100	1,160	1,100	1,140	1,090
Retail**	500	500	490	510	510	510	500
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	50	50	50	50	50	40	30
Other Travel*	110	110	110	110	110	110	100
Total Direct Employment	4,260	4,320	4,390	4,710	4,490	4,480	4,540
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.1	4.6	4.9	5.4	5.4	5.6	5.8
State Tax Receipts	9.5	11.4	11.7	12.5	12.3	12.6	13.0
Total Direct Tax Receipts	13.5	15.9	16.6	17.9	17.7	18.2	18.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Sierra County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	9.2	13.7	14.6	15.5	15.9	16.3	16.5
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	9.2	13.7	14.6	15.5	15.9	16.3	16.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	3.4	6.1	6.7	7.4	7.8	8.1	8.3
Private Campground	0.6	1.1	1.2	1.2	1.3	1.3	1.3
Public Campground	0.8	0.9	1.0	1.0	1.0	1.0	1.1
Private Home	1.1	1.3	1.3	1.4	1.3	1.4	1.4
Vacation Home	2.2	2.6	2.6	2.7	2.7	2.7	2.7
Day Travel	1.1	1.6	1.7	1.8	1.7	1.8	1.8
Spending at Destination	9.2	13.7	14.6	15.5	15.9	16.3	16.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2.2	3.4	3.7	3.9	4.1	4.2	4.2
Food & Beverage Services	2.6	3.8	4.1	4.3	4.4	4.6	4.7
Food Stores	0.6	0.9	0.9	1.0	1.0	1.0	1.0
Ground Tran. & Motor Fuel	0.4	0.4	0.5	0.6	0.5	0.5	0.6
Arts, Entertainment & Recreation	1.6	2.5	2.6	2.8	2.8	2.9	3.0
Retail Sales	1.8	2.6	2.8	3.0	3.0	3.0	2.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	9.2	13.7	14.6	15.5	15.9	16.3	16.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	1.4	2.2	2.4	2.6	2.7	2.8	3.0
Arts, Entertainment & Recreation	0.4	0.6	0.6	0.7	0.7	0.7	0.7
Retail**	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	2.1	3.3	3.5	3.7	3.8	4.1	4.2
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	120	160	200	200	190	190	210
Arts, Entertainment & Recreation	20	30	30	30	30	30	30
Retail**	20	20	30	20	30	20	20
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	160	210	260	260	250	240	260
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.1	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Receipts	0.4	0.5	0.6	0.6	0.6	0.6	0.6
Total Direct Tax Receipts	0.5	0.8	0.9	0.9	0.9	1.0	1.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Siskiyou County

## Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	95.8	120.3	123.3	132.1	142.7	145.9	149.5
Other Travel*	0.6	0.8	0.8	0.9	0.9	1.1	1.2
Total Direct Spending	96.5	121.0	124.1	133.1	143.6	147.1	150.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	36.4	45.4	49.3	54.8	64.5	67.1	69.0
Private Campground	11.4	17.9	15.6	16.4	16.6	16.5	17.0
Public Campground	1.7	1.9	2.0	2.1	2.1	2.1	2.2
Private Home	14.7	17.0	17.6	18.3	17.8	18.0	18.4
Vacation Home	17.1	19.8	20.4	21.0	22.1	22.3	22.5
Day Travel	14.5	18.2	18.4	19.5	19.6	19.9	20.3
Spending at Destination	95.8	120.3	123.3	132.1	142.7	145.9	149.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	20.4	26.1	27.0	29.0	33.0	34.0	34.3
Food & Beverage Services	27.0	33.5	34.0	35.9	39.0	41.1	42.0
Food Stores	5.5	7.8	7.4	7.6	8.0	8.2	8.4
Ground Tran. & Motor Fuel	7.1	7.7	8.8	10.8	10.1	9.3	11.5
Arts, Entertainment & Recreation	17.1	21.6	22.1	23.5	25.5	26.3	26.7
Retail Sales	18.6	23.6	23.9	25.3	27.0	27.1	26.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	95.8	120.3	123.3	132.1	142.7	145.9	149.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	22.4	28.6	29.6	31.9	35.1	37.7	39.4
Arts, Entertainment & Recreation	5.0	6.2	6.4	6.8	7.4	7.6	7.7
Retail**	3.8	4.6	4.6	4.9	5.5	5.6	5.7
Auto Rental & other ground tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.4	0.5	0.5	0.6	0.6
Total Direct Earnings	31.5	39.9	41.1	44.2	48.6	51.6	53.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,270	1,340	1,350	1,520	1,590	1,600	1,750
Arts, Entertainment & Recreation	580	600	600	660	680	580	710
Retail**	250	250	240	260	270	260	270
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	20	20
Total Direct Employment	2,110	2,210	2,210	2,450	2,560	2,470	2,750
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.6	2.0	2.1	2.3	2.7	2.8	2.9
State Tax Receipts	3.9	5.0	5.0	5.3	5.7	5.8	5.9
Total Direct Tax Receipts	5.5	7.0	7.2	7.7	8.3	8.6	8.9

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Solano County

## Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	318.4	401.5	436.7	492.4	465.5	453.3	478.2
Other Travel*	1.5	1.8	1.9	2.1	2.0	1.9	1.5
Total Direct Spending	319.8	403.3	438.6	494.6	467.5	455.2	479.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	73.5	99.7	111.8	136.1	127.4	115.3	121.6
Private Campground	23.2	27.7	32.1	37.8	38.7	38.3	40.5
Public Campground	0.4	0.4	0.4	0.5	0.5	0.5	0.5
Private Home	80.2	98.0	103.1	109.6	108.8	110.6	117.3
Vacation Home	5.4	6.0	6.2	6.5	6.7	6.8	7.2
Day Travel	135.7	169.6	183.0	201.9	183.4	181.8	191.0
Spending at Destination	318.4	401.5	436.7	492.4	465.5	453.3	478.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	26.7	36.3	40.6	50.4	48.1	42.5	42.0
Food & Beverage Services	76.6	97.1	103.9	113.2	107.8	109.7	114.4
Food Stores	14.7	19.5	20.9	22.6	22.3	22.7	23.7
Ground Tran. & Motor Fuel	55.5	60.0	68.8	84.5	78.6	72.8	89.5
Arts, Entertainment & Recreation	66.7	86.9	93.3	102.2	96.1	95.9	99.1
Retail Sales	78.2	101.7	109.2	119.6	112.5	109.5	109.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	318.4	401.5	436.7	492.4	465.5	453.3	478.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	43.0	56.3	61.8	70.9	66.8	67.6	72.0
Arts, Entertainment & Recreation	27.1	35.3	37.9	41.5	39.1	39.0	40.3
Retail**	13.8	16.4	17.8	19.4	19.8	19.7	20.3
Auto Rental & other ground tran.	0.5	0.9	1.0	1.0	1.0	1.0	1.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	1.0	1.0	1.1	1.1	1.0	0.8
Total Direct Earnings	85.1	109.9	119.4	133.9	127.7	128.3	134.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,980	3,290	3,490	3,770	3,390	3,250	3,420
Arts, Entertainment & Recreation	2,790	3,040	3,210	3,270	2,930	2,640	2,570
Retail**	770	780	800	800	770	760	730
Auto Rental & other ground tran.	20	40	40	40	30	40	40
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	50	50	50	50	50	40	30
Total Direct Employment	6,620	7,190	7,600	7,920	7,170	6,730	6,780
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	4.5	6.0	6.7	7.9	7.5	6.9	6.8
State Tax Receipts	15.8	20.3	21.5	23.5	22.2	22.0	22.9
Total Direct Tax Receipts	20.3	26.3	28.2	31.4	29.7	28.9	29.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Sonoma County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	653.9	873.1	927.1	987.6	969.8	977.3	1,005.9
Other Travel*	14.6	15.6	15.9	17.7	16.8	13.2	10.7
Total Direct Spending	668.6	888.8	943.0	1,005.3	986.6	990.4	1,016.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	232.3	347.9	370.8	400.7	404.7	408.4	418.6
Private Campground	21.2	23.0	25.8	26.7	27.3	27.0	28.2
Public Campground	10.9	11.4	12.6	13.3	13.5	13.4	14.1
Private Home	84.6	105.7	111.1	118.4	116.1	117.8	123.0
Vacation Home	68.8	77.7	80.4	84.6	88.7	89.2	92.4
Day Travel	236.1	307.5	326.5	343.9	319.5	321.5	329.6
Spending at Destination	653.9	873.1	927.1	987.6	969.8	977.3	1,005.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	92.9	134.5	142.4	158.1	160.0	162.5	165.4
Food & Beverage Services	161.8	214.8	225.4	232.5	230.1	239.2	244.4
Food Stores	24.2	32.4	34.3	35.1	35.0	35.9	37.0
Ground Tran. & Motor Fuel	71.8	79.1	90.4	110.3	102.7	95.7	116.8
Arts, Entertainment & Recreation	140.5	191.6	202.0	209.9	205.6	209.5	212.0
Retail Sales	162.8	220.7	232.7	241.7	236.3	234.5	230.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	653.9	873.1	927.1	987.6	969.8	977.3	1,005.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	97.7	136.5	145.3	156.6	154.0	163.1	171.1
Arts, Entertainment & Recreation	70.7	96.5	101.7	105.6	103.5	105.4	106.7
Retail**	26.4	32.4	34.5	36.0	38.1	38.3	38.6
Auto Rental & other ground tran.	1.3	2.4	2.6	2.7	2.6	2.7	2.8
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	9.4	10.2	10.4	11.7	11.9	10.0	8.2
Total Direct Earnings	205.6	278.0	294.5	312.6	310.1	319.5	327.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	6,210	7,280	7,310	7,380	6,920	7,050	7,290
Arts, Entertainment & Recreation	6,210	7,100	7,140	6,880	6,420	6,250	6,190
Retail**	1,430	1,500	1,470	1,400	1,400	1,410	1,410
Auto Rental & other ground tran.	70	110	100	100	90	90	100
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	370	360	360	360	340	250	190
Total Direct Employment	14,290	16,340	16,380	16,120	15,180	15,060	15,180
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	11.3	17.2	18.4	20.2	20.1	20.4	20.8
State Tax Receipts	29.7	39.6	41.5	43.4	42.4	42.9	43.7
Total Direct Tax Receipts	41.0	56.8	60.0	63.7	62.5	63.2	64.5

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Stanislaus County

## Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	224.2	277.0	299.0	334.6	333.0	334.7	354.1
Other Travel*	5.6	5.9	6.0	6.7	6.3	5.0	4.5
Total Direct Spending	229.9	282.9	305.0	341.2	339.3	339.8	358.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	72.1	92.3	101.2	116.6	121.0	121.9	127.2
Private Campground	8.6	8.2	9.0	11.7	11.7	11.5	12.2
Public Campground	3.7	4.1	4.4	4.8	4.8	4.7	5.1
Private Home	59.0	73.8	78.3	84.3	84.5	85.7	91.5
Vacation Home	4.1	4.7	4.8	5.0	5.4	5.5	5.7
Day Travel	76.8	94.0	101.3	112.2	105.5	105.5	112.3
Spending at Destination	224.2	277.0	299.0	334.6	333.0	334.7	354.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	24.1	31.1	33.6	38.7	40.9	41.3	42.0
Food & Beverage Services	53.7	67.5	71.4	76.8	77.7	81.5	83.7
Food Stores	9.9	12.8	13.5	14.4	14.8	15.3	15.9
Ground Tran. & Motor Fuel	53.8	58.6	67.1	82.2	76.5	71.0	87.0
Arts, Entertainment & Recreation	32.4	41.9	44.5	48.2	48.7	50.0	50.9
Retail Sales	50.4	65.1	68.9	74.3	74.4	74.5	73.7
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.0	0.9
Spending at Destination	224.2	277.0	299.0	334.6	333.0	334.7	354.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	30.9	39.9	43.0	48.0	48.7	51.9	54.7
Arts, Entertainment & Recreation	15.2	19.7	20.9	22.6	22.8	23.5	23.9
Retail**	10.2	12.0	12.9	13.8	14.7	14.9	15.4
Auto Rental & other ground tran.	0.7	1.3	1.4	1.4	1.4	1.4	1.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.0	0.8
Other Travel*	3.7	3.9	4.1	4.5	4.6	3.5	3.1
Total Direct Earnings	60.8	76.8	82.2	90.4	92.2	96.3	99.5
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,110	2,460	2,630	2,760	2,670	2,710	2,810
Arts, Entertainment & Recreation	1,400	1,630	1,740	1,750	1,690	1,750	1,760
Retail**	570	610	640	630	630	610	650
Auto Rental & other ground tran.	30	50	50	50	50	50	50
Air Transportation (visitor only)	0	0	0	0	0	20	20
Other Travel*	170	170	160	170	160	110	100
Total Direct Employment	4,280	4,920	5,220	5,370	5,190	5,250	5,390
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.4	4.6	5.0	5.7	5.8	5.8	6.3
State Tax Receipts	11.8	15.0	15.8	17.0	16.7	16.9	17.5
Total Direct Tax Receipts	15.3	19.6	20.7	22.6	22.5	22.7	23.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Sutter County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	42.5	48.2	51.8	57.6	56.6	57.0	58.6
Other Travel*	1.3	1.5	1.5	1.7	1.6	1.9	2.0
Total Direct Spending	43.8	49.6	53.3	59.3	58.2	58.9	60.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	12.0	11.2	12.3	13.1	13.2	13.4	13.3
Private Campground	6.9	8.1	8.8	11.1	11.4	11.3	11.8
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	8.9	11.5	12.2	12.9	12.8	12.9	13.5
Vacation Home	0.9	1.0	1.0	1.1	1.2	1.2	1.3
Day Travel	13.9	16.3	17.4	19.3	18.0	18.1	18.7
Spending at Destination	42.5	48.2	51.8	57.6	56.6	57.0	58.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	5.6	5.7	6.2	7.0	7.2	7.2	7.1
Food & Beverage Services	11.6	13.1	13.9	15.0	14.8	15.5	15.7
Food Stores	2.7	3.4	3.6	4.0	4.1	4.2	4.3
Ground Tran. & Motor Fuel	5.3	5.6	6.4	7.9	7.4	6.8	8.4
Arts, Entertainment & Recreation	6.8	7.8	8.3	9.0	8.9	9.1	9.1
Retail Sales	10.7	12.6	13.4	14.6	14.3	14.2	13.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	42.5	48.2	51.8	57.6	56.6	57.0	58.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	7.0	7.8	8.5	9.4	9.3	9.9	10.2
Arts, Entertainment & Recreation	3.2	3.7	3.9	4.2	4.1	4.2	4.3
Retail**	2.1	2.4	2.5	2.8	2.9	3.0	3.0
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	0.9	0.9	1.0	1.0	1.2	1.2
Total Direct Earnings	13.1	14.7	15.8	17.4	17.4	18.3	18.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	510	500	510	560	520	550	560
Arts, Entertainment & Recreation	390	390	400	420	400	430	420
Retail**	130	130	130	140	140	130	130
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	40	30	30	30	30	40	30
Total Direct Employment	1,070	1,050	1,070	1,150	1,090	1,140	1,140
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.5	0.6	0.6	0.7	0.7	0.7	0.9
State Tax Receipts	2.0	2.4	2.5	2.8	2.7	2.7	2.8
Total Direct Tax Receipts	2.6	3.0	3.2	3.5	3.4	3.4	3.7

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.



**Tehama County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	63.8	80.7	83.3	89.3	92.3	93.5	96.1
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	63.8	80.7	83.3	89.3	92.3	93.5	96.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	16.4	19.5	21.4	23.6	27.0	28.0	28.1
Private Campground	6.8	12.3	10.8	11.6	11.7	11.5	12.1
Public Campground	1.1	1.2	1.3	1.4	1.4	1.4	1.5
Private Home	18.6	22.4	23.7	25.2	24.7	24.8	25.9
Vacation Home	10.0	11.4	11.8	12.3	13.0	13.0	13.3
Day Travel	10.9	13.9	14.2	15.2	14.6	14.7	15.2
Spending at Destination	63.8	80.7	83.3	89.3	92.3	93.5	96.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	9.6	12.4	12.7	13.5	15.2	15.8	15.5
Food & Beverage Services	17.3	22.0	22.3	23.2	24.2	25.3	25.6
Food Stores	4.0	5.9	5.7	5.9	6.1	6.2	6.4
Ground Tran. & Motor Fuel	9.4	10.0	11.5	14.2	13.2	12.2	15.1
Arts, Entertainment & Recreation	10.9	14.0	14.4	15.1	15.7	16.1	16.2
Retail Sales	12.5	16.4	16.6	17.4	17.9	17.9	17.4
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	63.8	80.7	83.3	89.3	92.3	93.5	96.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	10.7	13.8	14.3	15.2	16.2	17.4	18.0
Arts, Entertainment & Recreation	4.6	5.9	6.0	6.3	6.6	6.8	6.8
Retail**	2.6	3.2	3.3	3.4	3.7	3.8	3.9
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	17.8	22.9	23.6	25.0	26.5	28.0	28.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	800	860	830	950	960	960	1,030
Arts, Entertainment & Recreation	420	450	440	480	480	460	460
Retail**	160	160	150	170	170	170	160
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,380	1,470	1,420	1,600	1,610	1,590	1,650
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.9	1.2	1.2	1.3	1.5	1.5	1.5
State Tax Receipts	2.9	3.8	3.9	4.1	4.1	4.2	4.3
Total Direct Tax Receipts	3.8	4.9	5.1	5.4	5.6	5.7	5.8

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Trinity County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	30.4	38.7	39.2	40.8	42.9	43.5	44.7
Other Travel*	0.2	0.3	0.3	0.3	0.3	0.4	0.4
Total Direct Spending	30.7	38.9	39.5	41.1	43.2	44.0	45.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	5.4	6.5	8.0	8.4	10.0	10.5	11.2
Private Campground	6.2	9.9	8.5	8.9	9.1	9.1	9.3
Public Campground	3.7	4.2	4.4	4.5	4.7	4.7	4.8
Private Home	4.2	4.8	5.0	5.1	5.0	5.1	5.2
Vacation Home	7.5	8.6	8.9	9.1	9.4	9.5	9.5
Day Travel	3.6	4.6	4.5	4.7	4.6	4.7	4.8
Spending at Destination	30.4	38.7	39.2	40.8	42.9	43.5	44.7
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.4	8.1	8.4	8.8	9.5	9.6	9.8
Food & Beverage Services	8.5	10.6	10.7	11.0	11.6	12.1	12.5
Food Stores	3.1	4.4	4.2	4.2	4.4	4.5	4.6
Ground Tran. & Motor Fuel	1.1	1.2	1.3	1.7	1.5	1.4	1.8
Arts, Entertainment & Recreation	5.1	6.4	6.6	6.8	7.1	7.3	7.5
Retail Sales	6.2	8.0	8.0	8.3	8.6	8.6	8.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	30.4	38.7	39.2	40.8	42.9	43.5	44.7
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	6.1	7.9	8.1	8.5	9.1	9.6	10.3
Arts, Entertainment & Recreation	2.2	2.7	2.8	2.9	3.0	3.1	3.2
Retail**	1.5	1.8	1.8	1.9	2.1	2.1	2.2
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Total Direct Earnings	9.8	12.5	12.9	13.5	14.4	15.1	15.8
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	430	460	480	520	530	550	590
Arts, Entertainment & Recreation	140	140	150	160	160	160	220
Retail**	110	120	110	120	120	120	120
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	680	730	750	800	820	830	930
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.4	0.4	0.4	0.5	0.5	0.5
State Tax Receipts	1.2	1.5	1.5	1.6	1.7	1.7	1.7
Total Direct Tax Receipts	1.6	1.9	2.0	2.0	2.1	2.2	2.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

## Tulare County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	184.7	231.2	241.5	260.9	264.8	274.8	285.2
Other Travel*	8.8	9.1	9.3	10.3	9.8	9.2	10.0
Total Direct Spending	193.4	240.3	250.8	271.2	274.5	284.0	295.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	69.9	90.3	92.5	97.8	104.2	113.0	116.3
Private Campground	12.1	16.1	17.8	22.8	23.1	22.7	23.8
Public Campground	12.1	13.4	14.1	15.1	15.2	14.9	15.8
Private Home	44.9	56.0	59.2	63.2	62.0	63.2	66.0
Vacation Home	15.2	17.6	18.1	18.8	19.4	19.5	19.9
Day Travel	30.5	37.8	39.8	43.1	40.9	41.5	43.4
Spending at Destination	184.7	231.2	241.5	260.9	264.8	274.8	285.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	32.4	41.8	42.7	45.4	48.7	52.0	52.1
Food & Beverage Services	46.0	58.0	59.6	62.3	63.9	68.3	70.1
Food Stores	11.6	15.2	15.8	16.9	17.4	18.0	18.6
Ground Tran. & Motor Fuel	29.1	31.5	36.1	44.3	41.2	38.2	46.9
Arts, Entertainment & Recreation	26.7	34.6	35.6	37.4	38.3	40.3	40.9
Retail Sales	38.8	50.1	51.8	54.6	55.3	56.3	55.5
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.8	1.1
Spending at Destination	184.7	231.2	241.5	260.9	264.8	274.8	285.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	32.8	42.4	43.9	46.9	48.4	53.3	55.7
Arts, Entertainment & Recreation	11.6	15.0	15.4	16.2	16.6	17.4	17.7
Retail**	8.2	9.7	10.2	10.8	11.7	12.0	12.3
Auto Rental & other ground tran.	0.3	0.5	0.5	0.6	0.5	0.6	0.6
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	1.8	1.0
Other Travel*	5.8	6.1	6.3	7.1	7.2	6.1	6.5
Total Direct Earnings	58.7	73.7	76.4	81.6	84.4	91.1	93.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	2,420	2,650	2,720	2,570	2,530	2,620	2,700
Arts, Entertainment & Recreation	1,270	1,380	1,430	1,310	1,280	1,350	1,350
Retail**	550	560	570	520	530	530	550
Auto Rental & other ground tran.	10	20	20	20	20	20	20
Air Transportation (visitor only)	0	0	0	0	0	40	20
Other Travel*	190	180	180	190	180	160	150
Total Direct Employment	4,450	4,800	4,930	4,610	4,530	4,700	4,790
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	3.1	4.9	5.1	5.4	5.7	6.1	6.2
State Tax Receipts	8.7	11.1	11.5	12.2	12.2	12.6	12.9
Total Direct Tax Receipts	11.8	16.0	16.6	17.6	17.9	18.6	19.1

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Tuolumne County  
Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	100.1	122.6	130.2	135.7	137.9	140.0	143.2
Other Travel*	0.2	0.3	0.3	0.4	0.3	0.4	0.7
Total Direct Spending	100.3	122.9	130.5	136.1	138.2	140.4	143.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	32.5	42.2	46.0	48.5	50.2	51.8	53.0
Private Campground	10.4	12.3	13.5	13.6	13.9	13.8	14.3
Public Campground	1.2	1.3	1.4	1.5	1.5	1.5	1.5
Private Home	16.7	20.6	21.4	22.5	22.3	22.6	23.2
Vacation Home	27.1	31.4	32.2	33.3	34.3	34.5	35.0
Day Travel	12.2	14.8	15.7	16.3	15.6	15.8	16.2
Spending at Destination	100.1	122.6	130.2	135.7	137.9	140.0	143.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	22.3	27.8	29.5	30.9	31.8	32.3	32.5
Food & Beverage Services	27.9	34.0	35.8	36.5	37.3	39.0	39.8
Food Stores	5.5	7.0	7.4	7.5	7.7	7.8	8.1
Ground Tran. & Motor Fuel	7.0	7.4	8.5	10.5	9.8	9.0	11.2
Arts, Entertainment & Recreation	18.0	22.4	23.6	24.3	24.8	25.4	25.7
Retail Sales	19.4	24.0	25.4	26.1	26.5	26.4	25.9
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	100.1	122.6	130.2	135.7	137.9	140.0	143.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	21.0	26.4	28.3	29.6	30.0	32.0	33.5
Arts, Entertainment & Recreation	5.6	7.0	7.4	7.6	7.7	7.9	8.0
Retail**	3.6	4.1	4.4	4.5	5.0	5.0	5.1
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.2	0.2	0.2	0.2	0.2	0.3
Total Direct Earnings	30.3	37.6	40.2	41.9	42.9	45.1	46.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,400	1,560	1,590	1,680	1,620	1,600	1,640
Arts, Entertainment & Recreation	460	500	510	520	510	450	460
Retail**	220	230	230	230	240	230	220
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	20	20	20	20	20	10	10
Total Direct Employment	2,100	2,310	2,350	2,450	2,380	2,290	2,340
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	1.5	1.9	2.0	2.1	2.2	2.2	2.3
State Tax Receipts	4.0	5.0	5.3	5.4	5.5	5.6	5.7
Total Direct Tax Receipts	5.5	6.9	7.3	7.6	7.7	7.8	8.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

**Ventura County**  
**Travel Impacts, 1992-2003**

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	716	881	959	1,059	1,016	1,017	1,037
Other Travel*	9	11	11	13	12	8	10
Total Direct Spending	725	891	970	1,071	1,028	1,025	1,048
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	255	320	369	413	395	393	390
Private Campground	5	5	6	7	7	7	7
Public Campground	24	31	29	43	44	43	46
Private Home	169	205	215	227	225	228	238
Vacation Home	31	35	36	38	40	40	41
Day Travel	232	285	304	332	306	306	314
Spending at Destination	716	881	959	1,059	1,016	1,017	1,037
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	89	112	127	146	143	145	141
Food & Beverage Services	193	237	255	272	262	270	273
Food Stores	26	34	35	39	39	40	41
Ground Tran. & Motor Fuel	99	108	124	152	142	131	161
Arts, Entertainment & Recreation	112	141	152	164	157	159	159
Retail Sales	197	248	266	286	274	271	263
Air Transportation (visitor only)	0	0	0	0	0	0	0
Spending at Destination	716	881	959	1,059	1,016	1,017	1,037
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	101	127	141	156	149	158	162
Arts, Entertainment & Recreation	49	62	67	72	69	70	70
Retail**	32	37	40	43	45	45	45
Auto Rental & other ground tran.	1	2	2	2	2	2	2
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	5	6	6	7	6	4	5
Total Direct Earnings	188	234	255	280	271	279	285
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accommodations & Food Service	6.7	7.1	7.7	8.1	7.3	7.7	7.9
Arts, Entertainment & Recreation	3.3	3.5	3.7	3.7	3.4	3.5	4.0
Retail**	1.8	1.8	1.8	1.8	1.8	1.8	1.7
Auto Rental & other ground tran.	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Total Direct Employment	12.1	12.7	13.5	13.9	12.8	13.2	13.9
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	12.4	16.0	17.7	19.9	19.3	19.4	19.5
State Tax Receipts	35.4	44.4	47.2	50.8	48.6	49.0	49.6
Total Direct Tax Receipts	47.8	60.4	65.0	70.7	67.9	68.4	69.0

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Yolo County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	133.6	159.6	174.5	193.6	188.3	188.1	202.0
Other Travel*	3.1	3.8	4.0	4.4	4.2	1.4	1.4
Total Direct Spending	136.7	163.5	178.4	198.0	192.6	189.6	203.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	50.3	58.2	65.5	72.7	71.8	71.3	77.4
Private Campground	6.8	8.2	9.1	11.8	11.9	11.6	12.5
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	30.7	38.3	40.5	43.3	43.3	43.8	46.5
Vacation Home	1.9	2.2	2.3	2.4	2.6	2.6	2.7
Day Travel	43.9	52.6	57.2	63.4	58.7	58.7	62.9
Spending at Destination	133.6	159.6	174.5	193.6	188.3	188.1	202.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	15.6	18.7	20.7	22.4	22.6	22.6	23.6
Food & Beverage Services	32.8	39.7	42.6	45.8	45.0	46.9	49.2
Food Stores	4.6	6.0	6.4	7.0	7.0	7.2	7.5
Ground Tran. & Motor Fuel	28.6	30.4	35.0	43.2	40.2	37.1	45.8
Arts, Entertainment & Recreation	24.3	30.2	32.5	35.1	34.5	35.3	36.6
Retail Sales	27.7	34.7	37.2	40.1	39.2	39.1	39.3
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	133.6	159.6	174.5	193.6	188.3	188.1	202.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	17.9	21.9	24.0	26.2	25.6	27.2	29.4
Arts, Entertainment & Recreation	10.5	13.0	14.0	15.1	14.8	15.2	15.7
Retail**	5.4	6.2	6.7	7.2	7.5	7.6	7.9
Auto Rental & other ground tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.6	2.0	2.0	2.3	2.2	0.7	0.7
Total Direct Earnings	35.3	43.1	46.8	50.9	50.2	50.8	53.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	1,460	1,440	1,620	1,730	1,610	1,600	1,680
Arts, Entertainment & Recreation	990	990	1,110	1,140	1,070	1,060	1,010
Retail**	270	250	280	280	280	280	290
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	90	80	80	80	80	40	30
Total Direct Employment	2,810	2,770	3,090	3,240	3,040	2,980	3,010
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	2.1	2.7	3.0	3.3	3.2	3.2	3.4
State Tax Receipts	6.8	8.4	8.9	9.6	9.3	9.4	9.8
Total Direct Tax Receipts	8.9	11.1	12.0	12.9	12.6	12.6	13.2

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.

# Yuba County Travel Impacts, 1992-2003

	1992	1998	1999	2000	2001	2002	2003
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending at Destination	41.0	47.7	51.3	57.0	57.1	57.0	60.9
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Spending	41.0	47.7	51.3	57.0	57.1	57.0	60.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4.7	3.2	3.5	3.7	3.7	3.8	5.6
Private Campground	19.1	24.4	26.7	30.8	31.3	31.1	32.2
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	7.8	9.1	9.5	9.9	9.7	9.8	10.1
Vacation Home	2.2	2.6	2.6	2.7	2.9	2.9	3.0
Day Travel	7.1	8.4	9.0	10.0	9.4	9.4	9.9
Spending at Destination	41.0	47.7	51.3	57.0	57.1	57.0	60.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	6.1	7.0	7.5	8.3	8.6	8.5	9.0
Food & Beverage Services	10.4	12.0	12.7	13.8	13.9	14.4	15.2
Food Stores	4.4	5.7	6.1	6.8	7.0	7.1	7.4
Ground Tran. & Motor Fuel	6.1	6.4	7.4	9.2	8.5	7.9	9.7
Arts, Entertainment & Recreation	5.3	6.2	6.6	7.1	7.1	7.2	7.6
Retail Sales	8.7	10.4	11.0	12.0	12.0	11.9	12.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spending at Destination	41.0	47.7	51.3	57.0	57.1	57.0	60.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accommodations & Food Service	5.7	6.5	7.0	7.8	7.9	8.3	9.1
Arts, Entertainment & Recreation	2.2	2.5	2.7	2.9	2.9	3.0	3.1
Retail**	2.0	2.4	2.6	2.8	3.0	3.1	3.2
Auto Rental & other ground tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Air Transportation (visitor only)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Direct Earnings	9.9	11.4	12.3	13.5	13.8	14.3	15.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accommodations & Food Service	550	540	560	580	560	590	600
Arts, Entertainment & Recreation	230	230	240	230	220	210	200
Retail**	140	140	140	140	140	140	140
Auto Rental & other ground tran.	0	0	0	0	0	0	0
Air Transportation (visitor only)	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	910	900	940	950	920	940	940
<b>Tax Receipts Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	0.4	0.4	0.5	0.5	0.5	0.5	0.6
State Tax Receipts	1.9	2.3	2.4	2.6	2.6	2.6	2.8
Total Direct Tax Receipts	2.3	2.7	2.9	3.2	3.1	3.2	3.4

Details may not add to totals due to rounding.

\*Other Travel includes resident air travel and travel agency services. \*\*Retail includes gasoline.





## V. TRANSIENT OCCUPANCY TAX RECEIPTS

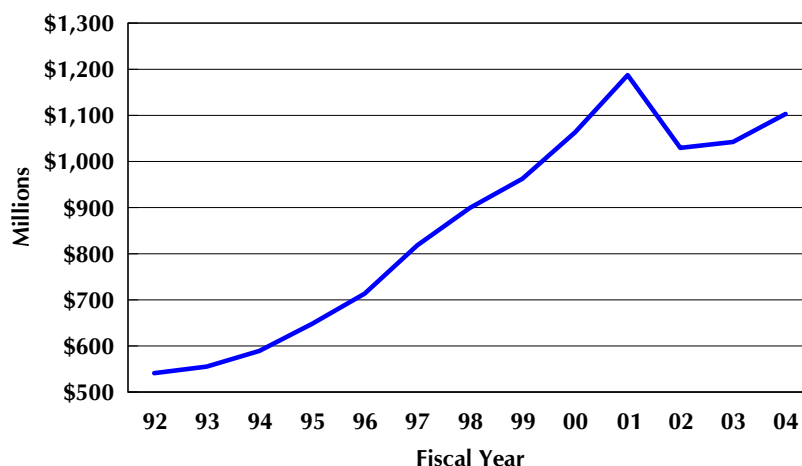
Transient lodging taxes are one of the most direct means for jurisdictions to collect revenues from visitors. They are also a useful indicator of travel activity in the state, since almost all of these sales are made to travelers. Transient lodging tax receipts therefore provide a basis for evaluating both travel trends and the distribution of travel activity in the state.

More than 450 jurisdictions in California levy a locally administered transient lodging tax. This tax, ranging from 4 percent to 15 percent, is collected on the sale (i.e., rental) of a room at a lodging establishment such as a hotel, motel, bed & breakfast or at a campground site.

The tax collections and tax rates compiled by Dean Runyan Associates in this section were reported by the California State Controller's Office, various taxing jurisdictions and visitor associations. The receipts are reported on a fiscal year basis. Typically, this corresponds to July 1 through June 30, although there are exceptions. The rates reported are for the most recent fiscal year shown. In many cases, these rates have changed over the reported time period. Some jurisdictions also have variable tax rates for different properties or districts. Finally, transient lodging tax data are subject to frequent revisions. The revisions can be a result of late payments, back taxes and/or interest fees. Users of this information may therefore wish to contact specific jurisdictions to verify this data depending on the purpose of any analysis.

The information provided in this report is also available on the Dean Runyan Associates website ([www.deanrunyan.com](http://www.deanrunyan.com)). The website report will be periodically updated with more current information, as well as revisions and corrections. **Those with more current** information or corrections are encouraged to notify Dean Runyan Associates.

**California Transient Occupancy Tax Receipts**



Note: Colusa county not included in FY 2004

# California Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	<b>*Rate</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Alameda	10.0%	12,591	13,902	13,884	16,392	18,809	21,575	23,050	28,509	35,257	28,505	26,689	25,840
Alpine	10.0%	295	311	315	313	414	381	411	486	548	547	549	592
Amador	8.4%	262	302	355	346	401	396	376	365	471	511	566	584
Butte	9.6%	624	980	1,072	1,184	1,225	1,274	1,382	1,543	1,690	1,796	1,785	1,910
Calaveras	8.1%	175	209	247	265	252	302	371	491	542	601	691	983
Colusa	10.0%	159	162	165	161	171	180	212	260	294	281	290	n.a.
Contra Costa	9.1%	4,808	4,854	5,530	5,735	6,624	8,276	8,576	10,614	11,940	10,371	9,633	9,372
Del Norte	9.4%	419	524	573	571	579	610	619	665	724	758	829	901
El Dorado	9.9%	7,610	7,869	8,175	8,144	7,692	8,233	9,129	9,917	10,087	9,869	11,328	12,205
Fresno	11.6%	6,310	6,548	6,478	6,529	6,849	6,865	7,159	6,857	7,808	7,913	8,424	9,110
Glenn	9.7%	178	191	221	225	229	235	267	264	293	357	356	393
Humboldt	9.4%	2,108	2,279	2,411	2,419	2,345	2,456	2,666	2,813	2,987	3,091	3,095	3,617
Imperial	9.0%	969	864	960	871	885	1,009	1,150	1,370	1,380	1,322	1,314	1,483
Inyo	9.0%	1,568	1,597	1,724	1,772	1,872	1,965	2,064	2,237	2,268	2,307	2,325	2,536
Kern	10.5%	4,812	6,166	6,148	5,953	6,452	7,123	7,620	7,409	7,785	8,144	8,284	8,189
Kings	8.5%	278	301	324	333	363	393	469	529	600	725	725	704
Lake	9.1%	541	610	637	704	640	683	721	855	1,039	1,026	1,067	1,059
Lassen	8.2%	251	282	322	333	291	292	23	329	383	397	414	405
Los Angeles	12.3%	121,305	127,440	142,989	154,759	176,835	191,746	206,029	224,057	247,844	218,350	220,135	238,393
Madera	9.0%	812	869	1,150	1,272	1,266	1,339	1,404	1,486	1,606	1,672	1,745	1,841
Marin	5.1%	3,112	3,357	3,607	4,092	4,806	5,397	5,891	6,836	7,390	6,295	5,953	5,898
Mariposa	10.0%	4,346	4,639	5,483	5,122	4,969	5,716	5,985	6,141	6,808	7,248	7,459	7,831
Mendocino	9.8%	3,538	3,253	4,074	3,889	3,924	4,217	4,689	5,138	5,748	5,760	5,492	5,504
Merced	9.9%	1,002	1,153	1,162	1,022	933	1,053	1,083	1,409	1,256	1,261	1,296	1,580
Modoc	8.1%	90	102	105	119	106	102	114	119	127	158	157	165
Mono	12.0%	4,102	3,578	4,531	4,561	4,884	5,287	5,230	6,095	6,623	7,309	9,543	10,452
Monterey	10.3%	22,869	23,403	24,144	28,364	31,606	32,835	34,124	38,542	40,910	37,330	36,677	37,278
Napa	11.2%	6,347	7,170	8,550	9,399	10,251	11,471	12,996	14,463	15,772	14,014	14,977	15,653
Nevada	10.0%	1,019	1,094	1,139	1,105	1,212	1,352	1,500	1,647	1,765	1,785	1,894	1,776

\*Rate is the average county rate for the last fiscal year. Complete data for Colusa county not available for 2004 fiscal year.

# California Transient Occupancy Tax by Jurisdiction

Fiscal Year

Amounts in \$000

	<b>*Rate</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Orange	11.6%	61,922	64,685	70,160	81,620	86,570	89,677	93,268	97,325	116,003	111,026	120,716	132,419
Placer	9.0%	3,697	4,067	4,691	4,758	5,805	7,083	8,071	8,872	9,585	9,241	8,745	9,322
Plumas	9.0%	641	687	692	726	786	778	863	953	1,008	1,078	1,098	1,089
Riverside	10.2%	25,644	26,905	28,549	29,943	32,572	36,228	40,114	43,422	43,997	42,408	44,801	45,898
Sacramento	11.8%	12,379	12,729	14,334	15,025	16,308	18,442	19,577	22,346	25,351	25,012	25,191	25,441
San Benito	8.5%	165	190	163	199	257	274	314	284	327	326	288	296
San Bernardino	9.6%	9,605	10,511	10,400	10,748	12,389	13,432	14,937	16,430	17,539	18,704	19,357	21,258
San Diego	10.2%	58,856	59,893	71,712	81,163	92,808	107,389	118,143	125,832	140,581	128,080	138,582	142,152
San Francisco	14.0%	76,245	86,461	94,102	102,960	137,649	150,163	156,313	177,887	188,377	133,337	130,037	145,206
San Joaquin	8.2%	1,877	1,865	2,016	1,701	1,666	2,015	2,673	3,154	3,972	3,846	3,951	3,884
San Luis Obispo	9.7%	8,556	8,945	9,333	10,276	10,785	11,267	12,269	13,862	15,770	15,960	16,308	17,320
San Mateo	9.5%	18,374	19,565	21,777	24,871	29,143	32,633	34,012	38,474	43,808	28,742	24,873	26,412
Santa Barbara	10.9%	12,153	12,406	13,458	14,356	15,626	16,770	18,329	20,082	22,921	24,795	25,132	26,423
Santa Clara	9.7%	24,124	26,203	28,573	35,855	43,040	51,807	55,303	64,214	81,446	53,608	46,030	44,692
Santa Cruz	10.0%	4,778	4,794	4,903	5,517	6,059	6,503	7,353	8,581	9,645	8,016	7,374	7,948
Shasta	10.0%	2,520	2,525	2,670	2,583	2,753	2,647	2,952	3,510	3,351	3,716	4,007	4,012
Sierra	10.0%	87	141	149	160	166	189	183	224	240	252	239	263
Siskiyou	9.1%	887	940	966	1,037	1,096	1,162	1,239	1,322	1,501	1,631	1,847	1,733
Solano	9.7%	1,968	2,056	2,106	2,148	2,462	2,747	3,153	3,787	4,268	4,226	3,908	4,105
Sonoma	9.5%	5,841	6,393	6,809	7,492	8,126	9,186	10,193	11,695	13,476	13,103	13,459	13,992
Stanislaus	10.3%	1,853	1,948	2,076	2,098	2,075	2,109	2,323	2,664	3,099	3,101	3,068	3,255
Sutter	10.0%	208	201	206	200	211	191	238	240	374	422	531	550
Tehama	9.9%	439	463	505	537	517	538	597	629	628	710	824	674
Trinity	5.0%	182	198	206	212	141	147	139	156	154	136	146	159
Tulare	9.7%	1,770	1,958	2,068	2,103	2,129	2,468	2,411	2,896	2,817	3,085	3,096	3,220
Tuolumne	8.0%	814	873	864	858	902	1,021	1,061	1,082	1,150	1,181	1,313	1,327
Ventura	9.8%	6,055	6,532	6,916	7,317	7,985	8,616	9,516	10,182	11,717	11,994	11,507	11,212
Yolo	9.4%	1,144	1,153	1,134	1,183	1,221	1,371	1,601	1,686	2,223	2,078	2,113	2,324
Yuba	10.0%	101	98	87	92	88	72	78	48	64	58	154	253
California	11.0%	555,383	589,395	648,100	713,692	818,221	899,686	962,533	1,063,287	1,187,336	1,029,573	1,042,390	1,103,106

\*Rate is the average county rate for the last fiscal year. Complete data for Colusa county not available for 2004 fiscal year.

## California Transient Occupancy Tax by Jurisdiction

Fiscal Year													
Amounts in \$000													
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>ALAMEDA COUNTY</b>													
Alameda	10.0%	206.9	185.4	205.0	242.9	340.8	407.6	380.5	536.6	987.1	721.1	642.4	694.5
Albany	10.0%	11.1	5.8	8.0	2.4	1.9	1.9						
Berkeley	12.0%	1,901.6	2,699.4	2,193.0	2,312.9	2,636.8	2,804.2	2,891.7	3,122.3	3,477.9	2,889.5	2,533.4	2,371.1
Dublin	8.0%	90.1	88.3	112.6	198.3	267.0	306.3	389.7	808.7	1,010.8	810.2	717.1	664.3
Emeryville	12.0%	837.1	784.4	822.3	904.8	1,187.7	1,096.9	1,259.7	1,405.9	2,120.9	2,533.8	2,675.0	3,023.0
Fremont	8.0%	692.2	736.9	930.2	1,130.6	1,317.1	1,583.6	1,676.9	3,341.1	4,210.6	2,195.7	1,848.0	1,803.7
Hayward	8.5%	554.0	676.6	711.5	1,059.1	814.1	1,233.0	1,265.7	1,366.8	1,929.2	1,481.5	1,214.6	1,142.8
Livermore	8.0%	323.8	346.9	426.4	565.1	666.8	911.8	990.9	1,084.2	1,509.2	1,228.7	1,225.5	1,134.6
Newark	10.0%	912.3	768.8	816.1	1,061.1	1,322.3	1,569.0	1,454.5	1,828.9	2,557.6	1,972.7	2,012.6	2,170.0
Oakland	11.0%	4,991.0	5,423.8	5,348.6	6,159.4	7,211.6	8,367.0	9,090.6	10,875.7	12,560.5	10,752.1	10,043.0	9,364.3
Pleasanton	8.0%	1,645.2	1,744.7	1,852.3	2,150.8	2,495.1	2,860.6	3,220.5	3,525.0	3,977.6	2,971.1	2,765.7	2,528.2
San Leandro	10.0%	247.4	243.4	243.9	328.4	194.5	73.3	79.5	80.4	91.5	390.7	622.8	593.9
Union City	10.0%	178.4	197.2	214.0	276.2	353.2	359.4	349.5	533.5	824.1	558.0	388.9	349.5
<b>ALPINE COUNTY</b>													
Unincorporated	10.0%	295.5	310.7	314.6	312.9	414.1	380.5	411.3	485.6	548.2	546.9	548.7	591.9
<b>AMADOR COUNTY</b>													
Unincorporated	6.0%	78.5	69.6	63.4	60.2	69.3	73.4	77.7	86.6	100.9	102.8	106.0	85.9
Ione	6.0%	2.7	3.2	2.6	2.9	4.0	4.6	9.9	9.5	7.2	9.3	11.2	7.5
Jackson	10.0%	105.5	120.3	177.8	155.1	196.9	158.3	165.7	165.7	187.3	199.0	225.2	290.2
Plymouth	6.0%	27.8	41.2	43.9	49.3	51.9	35.8	55.5	41.5	63.8	79.5	106.0	77.8
Sutter Creek	10.0%	47.5	68.0	67.2	78.8	78.8	124.2	67.2	62.2	106.3	102.6	117.5	122.5
<b>BUTTE COUNTY</b>													
Unincorporated	6.0%	24.2	35.7	43.7	50.9	55.6	58.6	45.9	37.8	44.0	40.9	38.4	39.7
Chico	10.0%	444.4	724.8	817.3	842.5	886.3	951.0	1,046.9	1,141.1	1,247.2	1,329.6	1,309.9	1,389.7
Gridley	6.0%							3.9	19.6	26.6	25.5	26.2	25.1
Oroville	9.0%	105.3	156.8	163.4	239.5	230.6	211.3	232.1	250.1	269.1	294.9	308.8	331.8
Paradise	10.0%	49.6	63.0	47.3	50.6	52.1	53.1	53.5	94.7	102.9	104.8	101.5	123.2
<b>CALAVERAS COUNTY</b>													
Unincorporated	6.0%	141.6	168.6	199.4	210.9	213.6	234.7	253.2	252.5	279.6	292.7	311.5	335.0
Angels Camp	10.0%	33.9	40.7	47.9	53.8	38.6	67.5	117.5	238.4	262.2	308.7	379.5	647.9

This information has been provided to Dean Runyan Associates by the California State Controller's Office, various taxing jurisdictions and visitor associations. The tax year usually corresponds to a fiscal year ending June 30. Periodic updates of this report can be found at [www.deanrunyan.com](http://www.deanrunyan.com).

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# California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
COLUSA COUNTY													
Colusa	8.0%				3.0	4.9	5.8	6.1	5.2	5.5	5.5	3.7	13.4
Williams	10.0%	159.3	161.9	164.9	157.8	166.6	174.2	206.1	254.3	288.4	275.5	286.5	
CONTRA COSTA COUNTY													
Unincorporated	10.0%	812.5	757.4	731.2	802.4	1,005.6	1,586.6	1,220.7	1,678.4	1,847.0	1,531.2	1,417.1	1,662.7
Antioch	10.0%	277.3	280.9	288.2	258.6	276.5	321.6	335.8	376.1	468.0	450.2	383.8	281.1
Brentwood	10.0%				19.1	72.1	66.9	81.7	80.1	115.4	112.0	118.3	110.3
Concord	10.0%	879.7	1,042.6	1,160.1	1,208.9	1,350.3	1,433.4	1,485.0	1,603.3	2,002.6	1,786.9	1,711.6	1,669.7
Danville	6.5%	36.9	41.2	44.7	53.8	65.1	66.8	63.3	67.8	72.9	60.4	16.4	30.0
El Cerrito	10.0%	48.9	54.5	48.2	35.8	57.6	72.5	91.9	93.5	101.1	82.7	50.1	69.5
Lafayette	9.5%	302.0	381.8	352.7	362.1	401.8	459.2	476.7	526.9	572.0	444.7	472.0	505.1
Martinez	10.0%	146.8	130.2	174.4	150.7	175.5	184.5	282.2	305.1	357.9	362.4	421.3	252.1
Pinole	10.0%	160.7	151.3	157.2	169.3	192.4	219.2	248.6	319.1	333.2	274.5	228.6	214.4
Pittsburg	8.0%	51.2	64.7	81.5	80.2	108.3	135.7	159.7	160.2	132.9	239.2	157.7	125.5
Pleasant Hill	10.0%	156.1	184.4	191.5	222.7	286.4	493.6	568.9	888.7	970.3	896.3	881.1	1,056.0
Richmond	10.0%	342.1	242.0	447.9	341.6	305.2	512.6	456.8	834.9	1,013.6	848.7	864.6	735.1
San Pablo	6.0%	7.2	8.6	7.5	10.1	14.6	14.8	16.6	21.5	19.5	114.6	172.3	133.6
San Ramon	7.3%	734.1	822.7	895.6	980.3	1,078.1	1,330.7	1,692.7	1,778.5	2,266.6	1,859.6	1,595.5	1,497.7
Walnut Creek	8.5%	852.9	691.6	949.1	1,039.3	1,234.9	1,378.1	1,395.3	1,880.4	1,666.6	1,307.2	1,143.0	1,029.0
DEL NORTE COUNTY													
Unincorporated	8.0%	117.3	123.8	130.2	124.9	117.9	132.9	125.3	141.9	182.5	180.2	220.5	210.6
Crescent City	10.0%	301.2	400.3	442.6	446.3	461.0	476.9	493.2	523.6	541.6	578.0	608.0	690.3
EL DORADO COUNTY													
Unincorporated	10.0%	424.7	537.2	505.9	502.9	464.0	412.8	491.1	722.5	713.3	706.2	941.9	991.2
Placerville	10.0%	128.6	128.5	98.0	142.7	63.2		140.7		176.9	183.2	189.5	186.7
So. Lake Tahoe	10.0%	7,056.3	7,203.0	7,571.3	7,498.3	7,164.5	7,819.8	8,497.2	9,194.9	9,197.1	8,979.8	10,196.6	11,027.4
FRESNO COUNTY													
Unincorporated		553.1	559.8	572.3	575.9	298.1							
Clovis	10.0%	8.2	9.4	8.8	8.5	12.2	110.4	139.3	142.7	142.0	130.8	138.9	178.8
Coalinga	6.0%	31.6	32.6	30.8	23.2	31.0	34.3	26.5	20.7	23.6	27.8	22.4	23.4
Fresno	12.0%	5,596.8	5,852.8	5,714.6	5,766.0	6,282.0	6,521.1	6,761.8	6,438.7	7,423.0	7,504.7	7,992.0	8,617.5

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## California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
FRESNO COUNTY													
Huron	10.0%	7.8	5.5	4.2	2.1	1.3	4.5	3.1	2.1	1.4	1.8	0.6	0.0
Kingsburg	8.0%	37.4	33.9	31.3	26.8	31.3	35.1	39.7	46.9	37.3	38.0	31.7	32.1
Reedley	8.0%			42.4	41.0	38.3	26.7	40.5	54.8	31.5	41.6	63.0	51.9
Sanger	4.0%	9.0	4.0	4.3	3.1	6.3	6.4	8.2	5.9	7.2	4.5	6.3	7.7
Selma	6.0%	65.7	49.9	67.9	82.4	147.4	126.4	139.9	144.4	140.8	163.3	169.0	199.0
GLENN COUNTY													
Unincorporated	10.0%	2.6	3.4	1.4	1.7	1.3	1.2	3.5	4.8	8.7	9.3	10.4	8.5
Orland	7.5%	33.2	38.0	39.1	33.9	31.1	34.7	47.8	43.2	45.0	48.2	50.7	42.4
Willows	10.0%	142.1	149.2	180.9	189.7	196.3	199.6	215.6	215.6	239.4	299.1	294.9	341.7
HUMBOLDT COUNTY													
Unincorporated	10.0%	438.2	556.5	623.2	648.0	614.5	587.7	677.6	704.0	711.2	748.3	755.3	877.8
Arcata	10.0%	437.0	447.9	476.2	474.5	449.1	468.8	502.2	518.5	579.3	596.9	645.4	683.5
Eureka	9.0%	1,107.4	1,082.5	1,109.0	1,073.7	1,074.5	1,170.9	1,253.9	1,311.9	1,378.7	1,419.7	1,299.2	1,552.9
Ferndale	8.0%	30.4	40.6	30.8	37.6	30.2	38.0	40.7	60.1	72.6	66.0	81.4	80.8
Fortuna	10.0%	81.8	139.0	157.7	167.0	168.9	174.0	183.5	198.3	221.5	232.6	284.2	386.4
Rio Dell	8.0%	5.9	4.2	7.3	9.7		8.9		8.4	8.7	9.4	8.9	9.1
Trinidad	8.0%	7.3	8.5	7.2	8.7	7.8	7.6	7.7	12.3	14.8	17.6	20.7	26.3
IMPERIAL COUNTY													
Unincorporated	8.0%	54.8	73.0	82.8	72.8	72.8	73.9	67.8	78.2	75.1	72.6	64.0	63.9
Brawley	8.0%	70.1	75.4	66.3	71.5	104.4	148.8	140.7	168.6	166.1	185.7	189.2	157.4
Calexico	7.0%	114.4	103.1	120.4	90.0	132.9	76.9	187.9	253.3	228.0	190.1	145.2	196.9
Calipatria	8.0%			13.3	24.3	20.0	22.6	19.5	34.4	13.7	30.9	43.7	29.8
El Centro	10.0%	727.8	587.7	613.6	551.3	511.5	615.7	662.7	767.6	847.1	791.5	849.3	998.4
Holtville	4.0%	1.8	1.6	1.7	2.0	1.2	1.7	1.6	1.5	1.8	1.1	1.7	1.0
Imperial	8.0%	0.0	23.3	61.4	59.6	41.8	69.0	69.4	66.1	47.6	49.9	21.1	36.1
INYO COUNTY													
Unincorporated	9.0%	931.1	900.8	1,054.2	1,062.1	1,125.4	1,221.5	1,271.8	1,329.8	1,310.7	1,305.6	1,252.4	1,318.6
Bishop	9.0%	636.6	696.6	670.3	710.1	747.0	743.5	792.4	907.0	957.3	1,001.5	1,072.2	1,217.5

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## California Transient Occupancy Tax by Jurisdiction

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		1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>KERN COUNTY</b>													
Unincorporated	6.0%	992.9	1,678.5	1,202.9	1,264.3	1,326.4	1,448.2	1,486.2	1,511.9	1,346.7	1,551.4	1,212.1	883.8
Bakersfield	12.0%	2,909.0	3,557.3	4,001.1	3,773.8	4,210.3	4,769.0	5,136.6	4,910.7	5,347.8	5,493.5	5,747.8	6,069.0
California City	6.0%	7.3	5.3	6.6	3.4	4.1	2.2	5.1	4.5	7.6	10.9	8.8	10.6
Delano	10.0%	131.0	137.0	133.1	131.7	122.6	124.8	123.4	108.4	101.9	147.9	174.1	161.0
Maricopa	10.0%	8.4	10.5	9.8	9.6	11.4	14.5	14.4		12.5	23.3	23.9	12.6
McFarland	6.0%	4.3	3.3	3.4	4.4	0.5	0.5	0.6	0.5	0.7	0.9	1.0	1.0
Ridgecrest	10.0%	606.3	611.0	611.9	590.2	578.1	585.4	631.1	674.9	742.4	717.1	867.6	773.2
Taft	10.0%	26.3	19.3	32.4	27.3	22.0	28.0	35.0	43.6	55.7	52.4	47.1	29.9
Tehachapi	8.0%	113.9	133.0	134.1	135.7	162.0	138.7	177.5	143.7	161.1	136.6	191.9	235.4
Wasco	10.0%	12.5	10.6	13.0	12.6	14.9	11.2	9.9	10.7	8.1	9.9	9.9	12.9
<b>KINGS COUNTY</b>													
Unincorporated	10.0%	84.2	96.5	111.3	103.7	98.2	125.7	152.3	165.7	182.8	199.1	188.8	217.1
Avenal	6.0%	2.3	6.0	0.1	0.2	0.7	5.8	3.5	6.1	4.9	4.3	5.4	6.7
Corcoran	8.0%	18.7	22.1	20.9	24.8	30.8	21.5	19.6	27.7	27.4	30.5	31.0	32.2
Hanford	8.0%	116.7	119.5	126.4	117.4	115.1	136.3	168.6	185.8	221.4	307.0	321.0	280.1
Lemoore	8.0%	56.5	57.3	65.3	87.2	118.7	103.8	124.9	144.0	163.6	184.2	178.3	167.8
<b>LAKE COUNTY</b>													
Unincorporated	9.0%	309.3	375.8	420.7	467.8	432.8	436.0	489.7	574.9	691.5	698.2	739.9	726.0
Clearlake	9.0%	108.2	109.7	99.1	121.9	91.0	133.3	121.9	148.1	175.0	164.4	158.4	165.1
Lakeport	10.0%	123.6	125.0	116.9	113.8	115.9	113.4	109.9	132.4	172.3	163.2	168.9	167.9
<b>LASSEN COUNTY</b>													
Unincorporated	10.0%	28.8	31.1	34.1	31.4	21.4	24.4	22.7	31.7	55.3	50.2	51.9	50.4
Susanville	8.0%	222.1	250.7	288.2	301.9	269.4	267.1		297.2	327.3	346.6	362.5	354.3
<b>LOS ANGELES COUNTY</b>													
Unincorporated	12.0%	5,476.9	5,934.4	6,428.6	7,547.4	8,965.2	10,177.3	10,295.4	9,633.5	10,202.9	9,383.2	8,820.1	10,269.5
Agoura Hills	12.0%	194.6	238.1	236.5	322.2	404.2	533.0	605.5	786.6	896.2	782.9	1,032.6	1,334.2
Alhambra	12.0%	202.3	187.1	194.6	198.5	319.6	225.7	235.8	227.0	205.6	238.4	166.1	179.9
Arcadia	10.0%	669.5	850.6	895.5	977.9	1,083.3	1,179.2	1,441.3	1,672.2	2,157.5	1,700.0	1,845.6	2,007.5
Artesia	6.0%	96.7	73.9	115.3	100.9	114.6	114.0	103.2	105.0	128.8	145.0	141.5	120.8
Avalon	9.0%	954.7	1,085.3	1,372.6	1,519.1	1,587.6	1,700.6	1,995.5	2,284.0	2,344.7	2,338.5	2,370.1	2,180.0
Azusa	7.5%	159.8	144.3	124.0	134.8	124.7	134.0	140.7	165.1	194.3	186.9	209.5	218.1

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# California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year											
		Amounts in \$000											
		1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
LOS ANGELES COUNTY													
Baldwin Park	10.0%	179.2	161.5	102.6	171.1	150.2	152.5	157.7	208.9	173.7	247.0	294.5	302.9
Bell	8.0%	99.2	65.6	101.1	103.5		85.9	85.1	300.3	133.6	222.2	130.0	130.0
Bell Gardens	8.0%	96.3	80.7	108.0	126.7	87.4	87.8	123.4	80.4	154.4	113.8	104.5	152.2
Bellflower	9.0%	413.9	288.6	343.4	295.8	285.8	312.1	322.4	386.8	475.0	505.7	499.8	518.8
Beverly Hills	14.0%	6,605.6	6,928.4	8,478.3	11,518.8	12,458.4	13,085.8	14,765.0	17,419.2	17,817.9	14,648.2	14,798.0	16,683.7
Burbank	10.0%	1,600.1	1,861.8	2,046.0	2,058.6	2,216.8	2,452.2	2,537.5	2,799.7	3,068.3	2,892.7	3,419.2	4,235.6
Calabasas	12.0%	433.4	438.4	413.2	397.8	444.2	462.1	509.9	540.6	668.3	676.6	1,029.0	922.0
Carson	9.0%	337.3	412.3	417.3	441.9	524.2	657.1	638.1	682.3	827.8	756.4	773.6	869.4
Cerritos	6.0%	197.8	229.0	256.6	282.1	306.2	322.8	314.5	345.4	367.2	323.9	294.8	312.2
Claremont	10.0%	332.8	304.9	351.7	317.5	326.5	532.6	450.5	364.0	479.8	418.3	419.2	391.9
Compton	7.5%	213.9	83.0	65.7	61.5	50.1	105.7	155.5	173.2	191.8	193.9	194.4	202.6
Covina	10.0%	355.1	344.7	356.8	355.3	420.4	377.5	446.9	477.9	485.1	426.6	424.7	449.9
Cudahy	8.0%	31.1	19.6	25.4	33.2	28.3	45.8	33.3	37.4	53.9	48.5	53.0	71.1
Culver City	12.0%	1,186.6	1,261.8	1,193.1	1,356.8	1,336.2	1,565.5	1,871.7	2,115.6	2,189.6	1,708.2	1,778.6	1,864.2
Diamond Bar	10.0%	196.4	221.0	152.3	227.5	311.3	228.7	338.7	480.2	553.0	503.5	578.7	628.6
Downey	9.0%	555.3	563.3	579.9	571.9	604.3	661.6	667.7	729.7	801.3	769.1	780.9	814.4
Duarte	10.0%	84.9	60.3	102.7	81.2	82.0	95.5	109.3	121.4	130.7	111.7	120.5	97.7
El Monte	10.0%	209.8	154.2	174.7	137.4	140.5	176.1	151.4	181.0	234.3	256.2	263.0	298.1
El Segundo	8.0%	1,645.6	1,588.8	1,775.1	1,433.4	1,895.8	2,099.4	2,744.7	2,474.7	3,111.8	2,848.8	2,866.8	2,984.5
Gardena	11.0%	179.4	170.3	198.1	341.1	354.1	342.2	346.3	394.0	387.8	380.4	475.3	562.5
Glendale	10.0%	679.7	1,219.3	1,281.4	1,357.2	1,518.5	1,634.4	1,711.2	1,838.5	2,240.0	2,329.1	1,999.1	2,019.9
Glendora	6.0%	46.3	48.6	63.1	49.1	48.8	43.9	56.1	58.0	50.8	65.7	66.7	82.6
Hawthorne	12.0%	288.8	224.9	246.5	206.7	210.4	230.2	227.9	227.7	292.7	623.3	929.7	1,096.7
Hermosa Beach	10.0%	239.9	249.0	224.0	260.5	353.4	394.6	549.9	711.9	793.8	1,153.0	1,054.3	1,291.7
Huntington Park	5.0%	43.9	38.3	34.7	36.8	36.3	34.1	36.2	36.5	39.2	33.6	21.5	30.6
Industry	8.0%	231.9	360.5	411.4	422.7	521.2	530.9	447.3	510.5	488.4	419.5	466.5	696.7
Inglewood	14.0%	1,435.8	1,426.7	1,438.0	1,400.4	2,041.2	1,748.2	2,115.2	2,253.5	2,265.7	1,921.6	1,800.0	1,875.0
La Mirada	7.0%	281.7	345.5	408.3	435.3	483.7	473.6	473.6	707.6	781.1	663.1	644.4	700.3
La Puente	10.0%	10.3	32.7	41.4	37.4	37.2	44.5	50.2	49.3	66.7	78.8	79.2	80.0
Lakewood	8.0%	77.4	68.4	56.3	68.3	65.6	58.9	60.3	45.2	30.8	26.5	28.3	30.4
Lancaster	7.0%	800.9	737.2	707.3	705.8	898.5	947.2	973.6	1,022.6	1,107.3	1,025.3	1,092.1	1,214.2

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		Fiscal Year											
		Amounts in \$000											
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>LOS ANGELES COUNTY</b>													
Lawndale	9.0%	232.7	155.7	160.2	217.2	206.2	185.6	201.0	281.5	366.1	320.6	297.3	345.8
Lomita	12.0%	81.6	108.6	88.1	88.9	72.9	103.0	69.1	94.2	98.3	111.4	144.0	100.8
Long Beach	12.0%	6,316.0	5,106.7	6,557.5	7,801.0	9,340.0	10,346.3	9,142.7	10,061.0	13,335.8	12,446.7	13,133.4	14,088.2
Los Angeles	14.0%	60,430.4	64,125.8	72,100.0	75,021.7	85,860.9	92,052.2	99,237.4	105,868.0	116,888.2	101,125.2	99,779.1	105,526.6
Malibu	12.0%	509.6	477.4	489.0	581.6	603.9	656.7	770.6	852.3	835.6	831.3	830.0	874.9
Manhattan Beach	10.0%	1,202.5	1,252.1	1,335.7	1,688.0	1,710.7	1,763.4	2,259.9	2,522.9	2,710.4	2,101.6	2,031.4	2,161.8
Maywood	5.0%	33.2	24.1	23.8	22.1	27.1	21.6	36.2	25.0	26.6	37.8	39.7	28.6
Monrovia	10.0%	413.5	428.9	548.7	495.8	570.1	680.8	833.8	829.2	829.1	769.2	774.2	877.5
Montebello	10.0%	162.7	193.4	204.1	160.8	181.6	200.9	227.1	239.6	248.2	224.7	192.6	263.9
Monterey Park	12.0%	553.0	553.6	544.2	606.3	593.4	529.6	575.4	529.0	554.5	520.9	512.5	501.1
Norwalk	10.0%	465.0	465.4	488.0	514.1	557.6	641.3	665.2	761.0	807.4	738.9	699.2	828.1
Palmdale	7.0%	508.9	561.8	555.2	369.7	422.5	433.9	442.4	448.9	805.6	887.9	1,036.5	1,215.8
Pasadena	12.1%	4,007.8	4,515.4	4,746.0	4,916.0	5,386.0	6,167.9	6,419.4	7,399.5	7,979.5	7,596.1	8,107.7	8,195.4
Pico Rivera	10.0%	128.5	126.2	163.5	121.8	105.7	111.4	111.4	153.5	195.6	219.3	238.6	254.0
Pomona	10.0%	712.4	795.5	919.3	1,038.8	1,140.6	1,199.9	1,255.5	1,346.9	1,445.1	1,407.1	1,348.9	1,483.0
Rancho Palos Verdes	10.0%	6.5	20.9	7.6	8.3	4.5	5.7	6.4	5.2	8.6	9.6	15.5	31.3
Redondo Beach	10.0%	1,697.3	1,680.5	1,712.0	1,942.8	2,087.6	2,178.2	2,326.1	2,416.3	3,030.1	2,514.5	2,525.9	2,692.0
Rosemead	10.0%	626.7	719.2	718.9	735.6	777.6	822.6	809.5	856.0	899.0	900.9	968.1	1,081.2
San Dimas	8.0%	246.4	185.3	263.4	279.7	308.7	331.6	380.2	496.2	558.8	577.8	607.8	630.5
San Gabriel	10.0%	98.0	59.9	79.0	81.2	96.6	89.5	85.4	77.2	78.2	46.7	64.5	53.6
Santa Clarita	10.0%	310.3	378.8	359.6	374.6	450.0	432.7	641.7	887.4	1,064.3	1,106.4	1,209.1	1,433.2
Santa Fe Springs	10.0%	91.8	93.2	136.2	115.1	104.0	146.8	196.5	227.1	232.5	257.2	237.5	252.5
Santa Monica	12.0%	7,085.6	7,639.3	9,310.2	10,925.3	12,734.8	14,200.8	15,418.2	17,880.1	19,218.2	16,348.3	17,058.7	19,850.0
Signal Hill	9.0%	73.5	68.3	167.9	123.4	118.6	120.8	133.0	141.2	178.3	174.2	179.7	183.8
South El Monte	8.0%	174.6	163.4	139.5	154.9	150.6	151.1	131.7	142.8	221.8	218.1	216.8	211.6
South Gate	8.0%	137.6	185.4	180.6	221.1	231.0	183.2	158.8	242.9	262.7	278.2	260.1	225.8
Temple City	10.0%	32.5	31.6	30.8	31.8	32.0	30.6	30.8	36.8	34.6	35.0	37.4	41.0
Torrance	11.0%	3,160.7	3,204.6	3,755.3	3,764.2	4,607.2	4,872.2	5,692.5	5,985.5	6,788.5	5,603.5	5,511.2	5,702.5
West Covina	10.0%	557.9	571.3	562.7	582.7	634.0	575.6	678.1	739.1	832.3	784.7	822.8	853.8
West Hollywood	12.5%	4,042.0	4,673.1	4,644.3	5,100.2	6,129.5	7,589.3	7,857.4	8,806.7	9,609.9	7,888.5	8,050.8	9,288.7
Westlake Village	10.0%	155.7	162.5	229.0	306.2	363.4	441.0	473.0	563.2	593.4	591.8	629.1	648.2

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LOS ANGELES COUNTY													
Whittier	10.0%	205.3	209.0	246.9	274.4	389.0	427.5	474.3	493.4	515.5	509.1	508.9	547.7
MADERA COUNTY													
Unincorporated	9.0%	629.8	679.6	936.3	1,067.9	1,072.2	1,135.4	1,182.6	1,245.2	1,312.0	1,343.2	1,395.9	1,487.9
Chowchilla	10.0%	20.2	15.5	23.6	21.1	23.0	32.6	34.6	35.0	40.5	66.7	69.2	74.5
Madera	9.0%	161.6	173.6	190.4	183.3	171.1	170.5	187.1	206.2	253.2	262.0	280.0	278.6
MARIN COUNTY													
Unincorporated	10.0%	713.3	799.5	863.9	987.6	1,169.0	1,301.1	1,379.1	1,372.0	1,538.2	1,501.6	1,489.8	1,445.8
Corte Madera	10.0%	342.5	348.3	368.7	429.4	499.0	546.4	596.8	618.4	670.1	540.5	481.5	514.1
Fairfax	10.0%							15.5	22.8	28.8	26.9	24.1	27.7
Larkspur	10.0%	405.7	431.3	445.8	470.8	496.8	561.9	576.6	620.8	628.0	426.9	406.0	409.4
Mill Valley	10.0%	79.8	93.8	128.1	167.6	203.2	212.1	229.3	356.6	435.8	369.2	326.4	349.6
Novato	10.0%	159.9	166.7	200.2	262.4	288.7	383.0	502.5	1,007.6	1,135.6	950.0	869.4	900.0
San Rafael	10.0%	993.9	1,116.6	1,139.0	1,159.2	1,402.1	1,567.2	1,695.2	1,847.4	1,816.6	1,452.7	1,395.3	1,279.0
Sausalito	10.0%	262.8	243.2	233.0	366.4	451.2	530.6	606.3	672.7	686.5	595.6	593.7	641.6
Tiburon	10.0%	154.4	157.2	228.3	249.1	296.1	295.1	289.5	317.7	450.7	432.1	367.1	331.1
MARIPOSA COUNTY													
Unincorporated	10.0%	4,346.2	4,639.4	5,482.7	5,122.3	4,968.7	5,715.9	5,984.7	6,141.3	6,808.0	7,248.1	7,459.5	7,830.9
MENDOCINO COUNTY													
Unincorporated	10.0%	2,482.5	2,067.6	2,973.1	2,740.8	2,768.1	3,056.3	3,360.4	3,589.9	3,966.1	3,863.4	3,551.5	3,520.4
Fort Bragg	10.0%	733.2	772.3	730.9	750.3	778.1	783.3	924.7	1,093.2	1,239.6	1,344.6	1,298.5	1,317.0
Point Arena	10.0%	38.8	45.5	38.3	43.2	44.9	46.2	41.1	53.1	70.5	57.6	53.4	54.7
Ukiah	8.0%	163.3	238.7	191.9	204.9	195.1	185.8	211.5	233.2	274.1	297.3	390.2	410.8
Willits	9.0%	120.2	129.0	140.0	150.3	137.4	145.1	151.4	168.3	197.8	197.4	198.6	200.7
MERCED COUNTY													
Unincorporated	10.0%	378.1	423.1	434.0	248.6	287.0	356.0	341.2	604.9	412.2	385.9	459.7	595.1
Atwater	8.0%	56.7	49.7	41.1	44.6	25.1	34.4	36.5	43.9	53.3	61.9	60.2	60.6
Gustine	7.0%	0.4	1.9	0.9	0.8	0.3	0.2	0.3	0.5	0.3	0.5	0.0	0.2
Livingston	6.0%	2.4	3.8	6.0	2.0	1.8	1.8	2.1	2.2	2.4	1.9	2.1	2.5
Los Banos	10.0%	62.9	97.1	102.8	101.9	96.6	113.1	122.3	147.5	121.0	156.9	142.8	205.0
Merced	10.0%	501.6	577.3	577.6	624.6	522.4	547.6	580.8	610.2	666.6	654.3	630.8	716.8

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# California Transient Occupancy Tax by Jurisdiction

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		1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>MODOC COUNTY</b>													
Unincorporated	4.0%	8.6	7.5	8.3	10.8	9.2	10.4	11.8	15.1	19.5	22.4	22.6	25.4
Alturas	10.0%	81.4	94.2	96.7	108.2	97.0	91.8	102.0	104.3	107.6	135.6	134.7	139.2
<b>MONO COUNTY</b>													
Unincorporated	12.0%	778.3	734.6	789.9	804.4	839.9	1,068.8	848.9	1,106.7	1,087.7	1,314.4	1,880.0	2,073.0
Mammoth Lakes	12.0%	3,323.9	2,843.8	3,741.1	3,756.4	4,043.6	4,218.5	4,381.5	4,988.5	5,535.5	5,994.6	7,663.3	8,379.0
<b>MONTEREY COUNTY</b>													
Unincorporated	10.5%	7,354.5	7,663.3	8,085.6	9,537.9	10,544.3	10,435.0	11,285.0	12,674.9	14,278.4	13,286.5	13,476.8	13,452.3
Carmel-By-The-Sea	10.0%	2,725.2	2,813.3	2,765.1	3,237.2	3,523.3	3,550.6	3,603.7	3,941.8	3,911.8	3,637.6	3,345.3	3,490.8
Gonzales	4.0%	3.2	3.4	3.1	3.2	6.5	3.3	3.0	3.1	2.8	2.7	2.5	3.3
Greenfield	8.0%	8.7	8.9	7.1	6.0	13.9	15.5	14.3	9.7	12.4	20.6	31.2	12.9
King City	10.0%	231.0	246.7	209.7	175.3	173.7	177.0	201.6	262.6	297.7	251.2	263.1	248.6
Marina	10.0%	431.7	383.0	389.4	440.2	470.3	522.5	457.4	840.7	1,055.9	967.4	1,025.2	1,151.5
Monterey	10.0%	8,944.8	9,097.7	9,457.6	10,793.5	11,816.5	12,630.8	12,949.7	14,345.7	14,550.5	12,875.0	12,531.0	12,829.3
Pacific Grove	10.0%	1,800.6	1,929.1	1,992.7	2,320.4	2,455.4	2,531.4	2,587.5	2,996.4	3,028.2	2,937.8	2,785.5	2,859.8
Salinas	10.0%	882.5	824.4	800.4	859.0	1,076.4	1,141.8	1,274.2	1,319.8	1,558.5	1,407.6	1,340.1	1,386.9
Seaside	12.0%	412.3	359.8	357.6	905.5	1,444.4	1,739.9	1,682.5	2,043.7	2,116.8	1,862.2	1,801.9	1,765.5
Soledad	9.0%	74.1	73.3	75.4	85.6	81.5	87.5	64.6	103.3	96.8	81.5	74.9	76.9
<b>NAPA COUNTY</b>													
Unincorporated	10.5%	2,775.7	2,964.4	3,899.0	3,604.1	4,025.3	4,393.7	4,865.1	5,029.4	5,743.1	4,293.5	4,774.4	4,778.8
Calistoga	12.0%	905.1	1,054.7	1,225.2	1,348.4	1,637.8	1,898.5	2,110.2	2,253.2	2,335.7	2,381.8	2,262.5	2,193.7
Napa	12.0%	1,763.9	2,068.0	2,220.8	3,031.6	2,923.8	3,320.5	3,584.5	4,056.6	4,386.5	4,268.9	4,753.7	5,121.8
St. Helena	12.0%	350.3	519.3	599.1	711.9	839.4	909.9	1,021.0	1,167.6	1,189.9	1,080.4	1,096.5	1,147.2
Yountville	10.0%	551.5	563.2	605.9	702.7	825.0	948.9	1,415.4	1,955.9	2,117.3	1,989.1	2,090.0	2,411.1
<b>NEVADA COUNTY</b>													
Unincorporated	10.0%	679.9	215.7	189.4	178.8	215.3	229.3	250.0	230.0	275.0	264.6	266.5	277.9
Grass Valley	10.0%	111.8	109.8	109.8	114.3	119.8	122.9	129.8	126.1	144.4	131.4	196.4	238.9
Nevada City	10.0%	215.2	236.6	241.8	240.6	269.1	289.1	348.5	362.5	366.9	358.8	428.5	331.7
Truckee	10.0%	12.0	531.6	597.8	571.3	607.6	710.8	771.8	928.5	978.6	1,030.0	1,002.9	927.7
<b>ORANGE COUNTY</b>													
Unincorporated	10.0%	489.1	20.9	10.0		281.6	147.2	296.2	158.8	337.5	232.0	230.0	235.7
Anaheim	15.0%	32,131.8	33,366.4	36,512.5	44,702.9	44,619.0	44,359.5	44,726.9	45,652.1	57,521.3	57,037.3	60,088.2	62,333.9

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# California Transient Occupancy Tax by Jurisdiction

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ORANGE COUNTY													
Brea	10.0%	693.3	732.3	748.1	749.6	836.0	941.1	1,029.8	1,124.1	1,250.9	1,155.4	1,154.3	1,184.8
Buena Park	12.0%	2,159.2	2,350.6	2,585.7	2,681.1	3,044.1	2,986.1	3,422.9	3,384.4	3,767.6	3,783.5	3,612.9	3,884.0
Costa Mesa	6.0%	2,285.5	2,434.8	2,640.8	2,977.7	3,466.9	3,846.2	4,428.3	4,118.0	4,687.8	3,854.2	3,812.7	4,150.4
Cypress	10.0%	534.2	525.7	546.3	587.2	692.8	664.4	862.3	1,017.0	1,101.6	1,034.2	1,191.4	1,346.2
Dana Point	10.0%	3,659.6	3,645.5	4,136.2	4,402.2	5,038.0	5,189.2	6,079.0	5,944.8	6,250.0	7,102.8	8,109.6	8,367.4
Fountain Valley	9.0%	420.9	446.3	460.9	591.7	580.5	623.6	640.9	680.4	756.0	647.7	619.6	637.5
Fullerton	10.0%	1,142.1	1,043.4	1,266.8	1,246.8	1,398.7	1,457.2	1,464.8	1,616.8	1,806.0	1,533.8	1,486.7	1,638.3
Garden Grove	13.0%	1,341.4	1,360.0	1,295.7	1,481.2	1,586.1	1,687.5	1,453.8	1,904.0	3,221.9	2,925.0	5,861.6	8,628.3
Huntington Beach	10.0%	890.0	1,280.5	1,039.0	1,632.9	1,295.1	1,305.8	1,430.2	1,592.8	2,431.7	2,140.4	3,490.5	4,589.8
Irvine	8.0%	3,377.0	3,398.6	3,625.6	4,198.6	4,828.8	5,570.1	5,730.2	6,446.1	7,288.0	6,009.5	6,112.1	6,688.2
La Palma	7.0%	78.8	93.4	99.8	130.2	148.8	185.1	193.8	187.3	214.0	184.1	143.1	164.2
Laguna Beach	10.0%	1,502.3	1,869.1	2,053.3	2,375.2	2,644.8	2,902.2	3,025.1	3,385.4	3,783.3	3,619.1	3,694.4	5,152.2
Laguna Hills	10.0%	179.8	185.0	204.3	226.5	710.9	843.0	888.1	961.7	1,041.7	840.8	962.2	987.6
Laguna Niguel	8.0%	9.2	34.4	32.7	2.2	4.6	12.2	10.2	12.4	16.9	25.3	34.3	45.1
Lake Forest	10.0%	381.1	223.8	322.8	365.1	376.6	609.8	786.7	1,001.4	1,139.9	960.2	1,051.4	1,305.7
Los Alamitos	8.0%	31.9	32.0	38.3	34.4		31.7	41.4	46.6	72.4	64.6	47.4	60.0
Mission Viejo	8.0%	94.2	119.3	122.0	136.5	157.1	166.3	186.4	237.6	431.6	402.9	396.7	419.9
Newport Beach	10.0%	4,790.6	5,468.4	5,994.0	6,322.1	6,925.2	7,668.3	7,498.0	8,082.7	8,017.2	7,666.9	8,784.0	9,842.3
Orange	10.0%	1,490.6	1,867.4	2,036.2	2,202.2	2,548.1	2,707.8	2,734.0	2,874.4	3,281.6	2,755.0	2,635.3	2,740.4
Placentia	10.0%	317.0	368.9	450.8	442.0	524.6	469.8	478.1	512.2	572.9	528.9	499.4	528.8
San Clemente	10.0%	473.7	350.4	390.7	449.9	635.5	635.7	723.3	988.3	994.9	1,008.7	961.9	1,043.0
San Juan Capistrano	10.0%	64.3	64.7	98.5	63.0	80.3	76.0	142.1	144.3	163.0	225.2	197.2	226.2
Santa Ana	9.0%	2,492.8	2,596.5	2,545.8	2,611.7	3,094.9	3,443.5	3,706.5	3,864.6	4,366.5	3,899.3	3,997.3	4,437.8
Seal Beach	9.0%	139.7	113.5	127.8	199.4	183.9	236.3	260.0	293.7	300.5	285.1	480.3	608.5
Stanton	8.0%	286.8	235.4	255.7	282.2	292.9	331.2	364.2	375.7	410.6	325.1	297.0	269.0
Tustin	6.0%	81.8	87.1	96.0	104.9	115.7	130.3	131.4	138.0	154.3	144.2	147.4	150.8
Westminster	8.0%	220.5	216.0	237.3	237.1	272.0	300.9	336.3	358.9	409.7	424.5	403.4	460.1
Yorba Linda	10.0%	163.0	155.1	186.0	183.4	186.2	148.6	197.9	219.9	211.1	210.6	213.9	292.4
PLACER COUNTY													
Unincorporated	10.0%	3,339.4	3,675.6	4,201.4	4,123.8	5,105.5	6,256.6	6,934.9	7,348.3	7,577.5	7,451.1	7,033.9	7,185.3
Auburn	8.0%	11.7	16.3	51.3	158.8	154.2	173.1	170.3	182.0	205.9	207.9	198.6	204.7

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PLACER COUNTY													
Colfax	8.0%	7.9	8.5	8.7	11.6	4.5	9.8	8.6	9.3	10.7	10.3	11.0	11.0
Lincoln	10.0%								8.8	55.9	44.6	34.3	22.9
Loomis	8.0%			12.6	14.6	13.6	16.9	16.6	14.5	18.3	17.5	25.0	25.0
Rocklin	8.0%	82.6	130.5	154.5	183.9	245.4	223.4	268.8	360.6	598.3	422.8	244.3	545.5
Roseville	6.0%	255.1	235.6	262.8	265.5	281.8	402.9	671.7	948.7	1,118.3	1,086.6	1,197.6	1,327.6
PLUMAS COUNTY													
Unincorporated	9.0%	630.9	680.8	684.9	716.3	774.4	768.2	850.0	940.1	993.2	1,063.6	1,083.1	1,070.5
Portola	9.0%	9.7	6.5	7.6	9.6	11.2	9.9	13.4	13.1	14.7	14.7	15.4	18.1
RIVERSIDE COUNTY													
Unincorporated	10.0%	872.1	942.7	1,018.6	830.7	796.9	775.8	870.4	944.0	1,193.8	1,275.0	1,242.3	1,149.0
Banning	6.0%	61.0	56.2	72.6	103.0	119.5	91.8	137.2	150.4	192.7	151.0	139.4	175.2
Beaumont	10.0%	16.8	3.7	11.0	38.2	49.0	50.6	60.6	72.6	69.7	67.8	107.0	121.6
Blythe	10.0%	391.3	368.7	473.2	524.0	540.3	598.0	642.8	648.0	678.4	871.8	847.8	749.2
Calimesa	10.0%	13.3	13.5	11.7	9.9	14.6	11.1	11.0	11.2	10.7	11.5	12.3	14.9
Canyon Lake	10.0%	5.5	8.5	7.5	7.6	8.5	3.8	3.2	10.9	5.6	8.0	8.5	16.3
Cathedral City	10.0%	1,090.8	1,065.6	1,098.7	788.1	853.2	1,115.5	1,382.2	1,363.1	1,391.3	1,094.7	1,472.2	1,248.0
Corona	10.0%	304.5	279.3	331.1	349.6	383.5	468.6	527.9	717.4	816.8	846.5	855.5	914.7
Desert Hot Springs	10.0%	382.1	447.3	492.6	535.3	533.8	597.6	691.4	731.4	817.6	849.2	774.9	782.7
Hemet	10.0%	165.9	165.3	185.0	234.4	245.1	266.6	288.0	306.7	343.2	381.8	432.2	481.9
Indian Wells	9.3%	2,600.4	2,777.9	3,108.8	3,327.6	3,541.2	3,922.1	4,265.8	4,432.4	4,421.0	3,166.1	3,639.3	4,267.2
Indio	10.0%	512.6	543.7	611.7	639.7	702.7	693.1	826.3	914.2	964.2	995.9	1,040.9	1,097.4
La Quinta	11.0%	2,037.2	2,225.3	2,533.6	2,676.0	3,071.8	3,236.3	3,547.7	4,198.0	4,249.8	3,967.0	4,115.9	4,261.8
Lake Elsinore	10.0%	61.2	81.9	82.7	77.4	80.4	87.6	103.5	106.9	117.7	115.2	124.3	123.7
Moreno Valley	8.0%	224.1	200.8	205.9	217.5	209.1	220.6	233.5	271.8	305.2	301.2	358.5	455.0
Norco	8.0%	30.1	33.5	35.9	26.4	30.6	60.2	38.2	30.9	44.4	28.5	47.3	70.1
Palm Desert	9.0%	4,685.8	4,949.9	4,654.0	4,919.3	5,458.2	6,594.7	7,351.9	7,834.4	7,415.0	7,050.1	7,435.9	7,609.2
Palm Springs	12.3%	7,046.9	7,226.7	7,636.5	8,403.1	9,092.3	9,714.2	10,954.2	11,861.0	11,681.4	12,046.1	12,420.3	12,317.4
Perris	10.0%	11.6	9.6	51.0	43.9	65.4	80.2	63.6	65.6	80.9	75.7	84.6	85.5
Rancho Mirage	10.0%	3,669.3	3,745.5	3,986.0	4,136.5	4,518.0	4,917.2	4,982.6	5,208.6	5,442.3	4,926.0	5,195.7	5,148.7
Riverside	11.0%	924.6	1,234.1	1,294.6	1,371.5	1,496.3	1,858.3	2,110.9	2,322.4	2,396.2	2,739.0	2,868.5	3,169.5
San Jacinto	8.0%	6.5	8.3	7.3	7.4	8.6	10.1	9.1	13.6	13.8	15.6	12.9	17.4
Temecula	8.0%	530.1	516.6	638.9	675.4	752.7	854.0	1,012.6	1,206.1	1,345.5	1,424.2	1,564.8	1,622.0

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<b>SACRAMENTO COUNTY</b>													
Unincorporated	12.0%	3,865.3	3,890.8	4,603.2	4,985.7	5,524.5	6,100.5	6,364.4	7,754.8	8,624.8	8,363.5	8,065.1	6,043.1
Citrus Heights	12.0%						49.4	44.8	51.8	66.0	57.8	65.4	42.0
Folsom	8.0%	64.8	171.0	198.4	154.0	301.9	250.4	262.3	565.4	718.4	667.2	711.4	850.4
Galt	10.0%	34.0	64.7	49.7	56.7	39.5	99.8	108.2	129.6	152.1	156.9	144.2	136.4
Isleton	10.0%	2.6	3.1	6.1	2.8	1.5	1.5	2.2	2.8	4.2	4.5	6.0	4.5
Rancho Cordova	12.0%												2,258.2
Sacramento	12.0%	8,412.0	8,599.8	9,477.1	9,825.7	10,441.1	11,940.4	12,795.3	13,841.8	15,785.8	15,762.5	16,199.1	16,106.2
<b>SAN BENITO COUNTY</b>													
Unincorporated	8.0%	58.1	68.5	61.2	81.0	91.0	95.6	97.0	90.4	95.7	128.2	97.2	96.9
Hollister	8.0%	64.0	69.9	48.9	74.1	87.9	88.7	116.2	100.4	124.2	99.1	90.7	120.0
San Juan Bautista	12.0%	43.1	51.7	52.5	43.7	78.3	89.6	100.5	92.9	107.5	98.5	100.4	79.0
<b>SAN BERNARDINO COUNTY</b>													
Unincorporated	7.0%	1,275.5	1,211.1	1,153.2	1,251.0	1,115.2	1,168.8	1,153.6	1,277.2	1,422.7	1,466.8	1,153.8	1,165.2
Adelanto	10.0%	28.4	32.8	39.2	33.9	34.2	32.3	16.5		26.0	30.1	21.8	44.4
Apple Valley	7.0%	6.9	6.2	5.2	4.9	3.0	4.2	6.3	6.6	9.0	8.4	9.0	10.1
Barstow	12.5%	835.5	981.9	1,074.2	1,096.3	1,195.4	1,110.2	1,285.2	1,302.0	1,441.1	1,268.9	1,346.7	1,741.0
Big Bear Lake	6.0%	937.2	1,155.4	980.1	957.5	1,100.1	1,335.2	1,419.6	1,581.7	1,859.3	1,831.6	1,878.2	1,891.2
Chino	8.0%	96.8	101.6	86.7	146.9	123.6	135.7	139.2	150.2	161.7	174.1	162.7	182.4
Colton	10.0%	151.6	168.8	135.5	107.5	91.5	119.0	115.9	151.3	126.5	184.9	149.2	322.6
Fontana	8.0%	128.3	121.8	141.9	141.6	142.3	167.8	192.4	205.8	182.9	260.6	329.1	362.7
Hesperia	7.0%	40.6	43.2	57.9	47.3	36.8	77.2	67.4	104.0	120.5	121.1	175.1	354.1
Highland	7.0%	22.2	24.6	21.1	21.4	23.1	24.1	26.2	26.5	28.1	29.0	29.1	37.7
Loma Linda	10.0%	5.2	4.8	2.0	2.6		5.9	5.7	7.5	8.4	8.9	8.8	8.3
Montclair	10.0%	11.4	14.9	19.9	13.6	16.9	13.6	18.7	16.0	13.4	20.6	24.3	23.5
Needles	10.0%	351.2	316.0			368.4	388.2	444.7	481.6	518.5	570.6	547.3	544.1
Ontario	11.8%	3,315.7	3,858.2	4,104.1	4,387.2	5,162.0	5,781.7	6,684.0	7,447.9	7,488.4	8,180.4	8,673.7	9,400.0
Rancho Cucamonga	10.0%	57.3	103.6	126.8	120.1	169.9	166.9	153.9	212.0	217.7	229.4	347.1	254.5
Redlands	10.0%	217.3	215.2	206.6	183.8	202.3	229.8	226.6	282.5	341.3	398.1	431.7	488.2
Rialto	9.0%	50.3	102.5	114.4	57.6	35.9	145.5	178.2	184.3	141.2	162.9	167.2	182.3
San Bernardino	10.0%	1,386.9	1,373.2	1,399.2	1,427.0	1,733.9	1,679.5	1,893.0	1,954.5	2,272.8	2,423.1	2,540.4	2,797.3
Twentynine Palms	9.0%	144.1	141.3	154.8	171.1	207.3	207.0	239.1	284.4	322.6	374.5	387.0	458.8
Upland	10.0%	49.4	49.7	63.7	65.9	72.3	75.4	81.3	77.5	66.9	98.0	96.2	93.7

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## California Transient Occupancy Tax by Jurisdiction

	*Rate	Fiscal Year											
		Amounts in \$000											
		1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>SAN BERNARDINO COUNTY</b>													
Victorville	7.0%	400.6	406.9	447.7	435.3	479.8	483.6	500.3	559.2	645.1	732.5	744.6	747.3
Yucaipa	7.0%	5.4	3.4	2.8	2.9	4.4	4.9	5.8	13.8	14.7	15.7	16.7	19.8
Yucca Valley	7.0%	87.1	74.3	62.6	72.1	70.0	76.1	83.8	103.6	110.1	113.3	116.7	128.1
<b>SAN DIEGO COUNTY</b>													
Unincorporated	9.0%	1,715.5	1,678.8	2,026.9	2,383.3	2,232.2	2,489.9	2,680.0	2,739.1	2,938.0	2,905.1	2,967.7	2,961.2
Carlsbad	10.0%	3,098.8	3,153.1	3,252.3	3,406.9	3,879.8	5,841.2	7,010.2	8,287.8	9,234.7	8,443.1	8,302.7	8,933.5
Chula Vista	10.0%	1,078.9	1,041.5	1,174.2	1,316.3	1,445.4	1,684.2	1,806.8	1,990.9	2,159.0	2,051.3	2,024.4	1,884.5
Coronado	8.0%	3,733.8	3,787.4	4,292.8	5,300.5	6,117.4	6,913.9	7,206.9	7,825.4	7,903.0	7,252.5	7,785.2	7,991.0
Del Mar	10.5%	725.5	689.0	739.1	864.2	1,023.0	1,203.5	1,333.0	1,495.7	1,512.7	1,342.0	1,409.6	1,489.1
El Cajon	10.0%	448.3	480.3	486.5	508.6	550.9	704.2	753.3	826.1	830.1	943.5	935.0	997.3
Encinitas	10.0%	303.5	354.2	347.9	485.3	541.1	627.2	853.7	972.7	1,044.0	938.4	928.2	1,000.3
Escondido	10.0%	478.6	480.0	489.9	503.7	522.4	626.6	843.2	955.0	1,141.1	1,059.0	1,119.1	1,189.3
Imperial Beach	10.0%	59.4	46.5	42.7	52.9	81.9	101.8	121.2	153.0	216.9	215.6	272.9	233.9
La Mesa	10.0%	390.1	369.3	365.8	401.9	457.2	547.8	642.2	642.9	901.7	733.9	743.5	820.5
Lemon Grove	6.0%	44.1	42.7	35.4	25.8	19.3	19.0	22.8	26.1	29.5	30.6	28.3	28.6
National City	10.0%	566.7	587.5	577.6	517.2	566.3	717.4	847.1	871.8	1,034.1	1,039.2	915.8	1,010.6
Oceanside	10.0%	667.5	567.2	525.7	631.9	694.2	840.0	989.1	1,437.8	1,570.0	1,562.9	1,636.6	1,824.1
Poway	8.0%	35.2	39.6	43.8	49.2	62.4	73.5	84.1	99.9	115.6	91.9	115.8	167.7
San Diego	10.5%	45,077.4	46,126.1	56,851.0	64,201.9	74,042.4	84,261.9	92,127.4	96,615.9	108,871.2	98,327.3	108,200.0	110,306.7
San Marcos	10.0%	47.4	41.0	37.6	41.3	55.5	63.6	90.5	95.4	80.3	209.4	245.9	279.0
Santee	6.0%	43.0	49.6	54.4	63.2	71.3	74.7	83.8	91.7	98.5	99.9	109.1	116.9
Solana Beach	10.0%	191.5	198.1	211.5	240.2	256.6	356.4	383.9	428.3	598.1	534.2	515.6	561.4
Vista	10.0%	150.5	160.8	156.7	168.6	188.3	242.4	263.4	276.7	302.5	300.4	326.8	356.3
<b>SAN FRANCISCO COUNTY</b>													
San Francisco	14.0%	76,244.7	86,461.3	94,101.6	102,960.0	137,649.1	150,163.0	156,313.3	177,887.0	188,377.2	133,336.9	130,036.6	145,205.9
<b>SAN JOAQUIN COUNTY</b>													
Unincorporated	8.0%	187.5	201.2	198.1	231.6	211.0	218.9	215.1	243.7	295.0	268.5	346.7	313.7
Escalon	10.0%	3.1	2.6	2.7	4.9	4.2	3.6	3.7	3.3	2.3	2.7	2.3	1.2
Lathrop	9.0%						99.0	139.9	172.2	220.2	135.7	149.4	151.5
Lodi	6.0%	236.1	246.6	248.4	277.8	249.1	277.8	305.3	318.0	390.2	438.7	399.8	316.8
Manteca	9.0%	149.6	157.3	178.6	193.8	205.0	240.6	269.1	307.2	352.6	335.5	329.9	367.1

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## California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
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SAN JOAQUIN COUNTY													
Ripon	10.0%	2.0	2.4	2.5	2.3	2.2	2.3	2.3	2.3	2.8	3.3	4.1	5.0
Stockton	8.0%	1,106.7	1,043.9	1,120.8	808.9	854.3	947.0	1,385.4	1,549.4	1,989.3	2,005.0	2,046.6	2,029.5
Tracy	10.0%	192.3	211.1	265.2	181.9	140.4	225.6	351.7	557.5	719.3	656.8	672.1	699.7
SAN LUIS OBISPO COUNTY													
Unincorporated	9.0%	2,169.5	2,294.3	2,403.8	2,667.2	2,879.9	2,981.1	3,333.2	3,617.2	4,058.4	4,296.4	4,495.4	4,824.9
Arroyo Grande	10.0%	126.6	177.7	229.9	253.7	185.0	178.0	185.1	191.0	250.6	339.3	361.3	399.8
Atascadero	10.0%	116.9	158.5	157.9	177.4	177.4	191.0	200.0	261.7	296.2	260.5	281.0	321.0
El Paso De Robles	10.0%	357.3	403.5	455.6	481.8	527.2	583.1	629.3	759.4	1,192.9	1,039.8	1,123.5	1,297.1
Grover Beach	10.0%	35.2	39.4	46.9	61.9	112.2	127.4	136.7	143.6	140.2	165.6	158.1	174.2
Morro Bay	10.0%	880.8	876.2	985.6	1,067.6	1,101.9	1,198.9	1,465.7	1,604.5	1,771.9	1,776.2	1,712.3	1,730.9
Pismo Beach	10.0%	2,656.1	2,659.8	2,591.1	2,917.9	2,980.5	3,004.2	3,061.9	3,703.1	4,144.3	4,291.9	4,333.7	4,649.9
San Luis Obispo	10.0%	2,213.9	2,335.3	2,462.0	2,648.8	2,821.4	3,002.9	3,256.8	3,582.0	3,915.7	3,790.3	3,842.6	3,922.2
SAN MATEO COUNTY													
Unincorporated	10.0%	1,233.1	1,263.1	1,614.5	1,782.6	2,064.8	1,833.2	328.4	540.0	766.5	665.8	528.6	624.9
Belmont	10.0%	165.9	213.1	265.2	342.0	552.5	568.0	773.5	875.0	1,198.3	1,030.8	900.5	737.7
Brisbane	10.0%									549.0	374.0	345.1	568.9
Burlingame	10.0%	6,529.9	7,115.5	7,627.0	8,770.1	10,318.3	11,752.0	11,727.0	13,228.7	13,836.5	7,698.0	6,136.0	7,299.3
Daly City	10.0%	122.1	136.4	153.3	167.4	191.0	214.5	229.6	274.7	269.0	274.7	314.3	324.0
Foster City	8.0%	576.7	630.0	691.9	773.4	929.4	1,222.4	1,500.7	1,616.7	1,690.0	1,045.7	853.2	845.8
Half Moon Bay	10.0%	346.8	352.3	459.4	417.2	365.8	872.8	817.0	1,032.3	1,605.0	2,479.4	2,532.3	2,675.6
Menlo Park	10.0%	670.1	819.8	877.4	1,009.9	1,122.8	1,303.0	1,378.7	1,535.0	1,632.6	1,165.5	973.2	958.8
Millbrae	10.0%	2,168.0	2,283.5	2,561.8	3,029.9	3,579.0	3,946.9	4,092.8	4,467.1	4,456.3	2,734.7	2,241.6	2,219.0
Pacifica	10.0%	194.8	226.0	192.1	324.8	344.3	412.6	452.4	594.9	748.3	581.4	508.5	325.7
Redwood City	10.0%	1,059.3	1,046.3	1,153.8	1,303.4	1,492.8	1,634.5	2,134.4	2,464.9	2,599.8	1,570.7	1,484.8	1,837.4
San Bruno	10.0%	671.2	705.1	814.0	850.3	1,099.4	1,058.5	1,242.1	1,382.7	1,595.0	986.0	848.9	799.3
San Carlos	10.0%	102.9	112.5	115.3	133.2	155.0	321.4	707.6	1,005.0	1,188.0	612.0	463.0	429.2
San Mateo	10.0%	1,229.1	1,279.0	1,389.7	1,634.7	1,919.0	2,030.9	3,079.8	4,052.5	5,617.0	3,500.0	2,891.1	2,840.0
So. San Francisco	8.0%	3,304.4	3,381.9	3,861.6	4,332.5	5,008.7	5,462.0	5,547.9	5,404.7	6,057.1	4,023.7	3,852.1	3,927.0

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## California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
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<b>SANTA BARBARA COUNTY</b>													
Unincorporated	10.0%	3,195.8	3,229.2	3,402.2	3,472.1	3,611.9	4,159.7	4,648.2	5,144.6	6,503.3	6,807.6	7,009.1	7,048.0
Buellton	10.0%	490.3	485.7	540.5	574.6	633.4	683.2	720.9	787.0	845.1	857.8	862.6	949.6
Carpinteria	10.0%	428.7	365.7	444.1	570.3	571.8	672.8	731.1	826.1	1,030.6	1,005.7	1,039.1	1,073.9
Lompoc	10.0%	546.1	568.2	610.7	643.2	652.5	723.7	717.4	807.7	937.2	945.2	968.2	1,077.3
Santa Barbara	12.0%	5,534.2	5,740.2	6,445.4	6,662.4	7,428.7	7,845.6	8,685.1	9,392.0	10,170.7	11,805.4	11,837.3	12,438.8
Santa Maria	10.0%	1,026.9	1,032.5	1,031.3	1,180.0	1,298.7	1,339.8	1,486.9	1,611.2	1,805.9	1,744.7	1,784.7	2,075.5
Solvang	10.0%	931.2	984.2	984.1	1,253.7	1,429.0	1,345.3	1,339.7	1,513.2	1,628.0	1,628.5	1,631.3	1,759.6
<b>SANTA CLARA COUNTY</b>													
Unincorporated	8.0%	190.5	195.3	270.9	211.6	241.8	283.8	297.8	322.1	436.1	307.3	375.7	405.0
Campbell	10.0%	370.8	392.7	431.9	643.6	789.1	878.1	930.5	1,224.4	1,573.9	1,053.9	970.0	882.5
Cupertino	10.0%	662.5	700.2	736.2	812.6	922.1	1,034.3	1,481.2	1,851.7	2,325.2	1,547.0	1,679.2	1,632.5
Gilroy	9.0%	299.4	334.1	332.2	379.7	493.0	555.6	551.6	708.4	929.7	870.9	768.1	737.7
Los Altos	10.0%	4.5	3.6	3.5	4.3	4.1	3.3	2.8	0.2	0.0	254.9	633.9	945.6
Los Gatos	10.0%	427.5	440.0	519.9	684.3	881.9	1,012.6	1,025.0	1,215.7	1,286.3	788.4	713.1	829.0
Milpitas	10.0%	1,598.0	1,796.5	1,473.2	2,496.7	2,973.1	3,884.1	4,760.2	6,327.7	8,097.6	5,734.0	4,968.4	4,670.5
Morgan Hill	10.0%	179.7	205.9	364.4	460.1	600.9	675.9	756.8	1,089.9	1,369.2	1,110.2	932.6	933.0
Mountain View	10.0%	1,129.5	1,132.0	1,247.3	1,500.9	1,741.8	2,267.0	2,565.6	3,778.0	4,764.4	2,873.9	2,367.4	2,246.1
Palo Alto	10.0%	3,109.1	3,313.0	3,642.5	4,279.0	5,106.7	5,846.3	6,550.7	8,293.2	9,358.9	6,614.8	5,333.0	5,489.0
San Jose	10.0%	7,799.4	8,834.1	9,766.9	12,047.3	14,536.1	17,552.1	18,203.3	20,681.3	25,508.1	16,577.5	14,785.5	14,675.7
Santa Clara	9.5%	4,776.2	5,225.0	5,710.4	7,142.9	8,415.1	10,286.6	10,377.6	11,456.4	14,811.2	9,393.4	8,223.2	6,323.4
Saratoga	10.0%	107.6	147.2	162.2	180.5	242.2	253.7	233.2	271.7	286.0	218.8	186.4	178.1
Sunnyvale	8.5%	3,469.1	3,483.7	3,911.6	5,011.1	6,092.5	7,273.4	7,566.3	6,993.1	10,699.7	6,263.3	4,093.1	4,743.6
<b>SANTA CRUZ COUNTY</b>													
Unincorporated	10.0%	1,866.2	2,071.3	2,113.3	2,362.2	2,709.0	3,117.5	3,305.5	3,841.1	4,082.0	3,262.0	2,982.2	3,375.0
Capitola	10.0%	209.6	244.2	241.0	262.3	260.1	286.4	300.8	340.8	513.0	470.1	458.5	493.4
Santa Cruz	10.0%	2,392.1	2,176.5	2,234.4	2,570.6	2,711.0	2,716.4	3,174.7	3,541.4	3,900.9	3,137.4	2,932.3	3,016.5
Scotts Valley	10.0%	89.8	89.2	91.0	98.1	98.2	101.1	105.3	392.1	581.4	442.5	461.6	483.3
Watsonville	10.0%	220.1	212.7	223.7	223.8	281.2	281.4	466.6	465.4	567.4	704.0	539.9	580.3

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SHASTA COUNTY													
Unincorporated	10.0%	234.3	269.2	369.6	366.1	399.9	294.1	409.9	701.8	514.5	538.7	578.8	601.2
Anderson	10.0%	76.9	90.1	100.9	97.8	126.1	150.1	120.3	169.6	175.4	187.0	178.4	171.3
Redding	10.0%	2,208.5	2,161.0	2,190.4	2,110.7	2,217.7	2,193.1	2,413.8	2,631.8	2,650.0	2,981.0	3,239.7	3,229.8
Shasta Lake	10.0%		4.6	9.6	8.2	9.4	9.2	8.4	6.4	11.2	8.9	10.3	10.1
SIERRA COUNTY													
Unincorporated	10.0%	83.8	137.0	146.3	160.2	166.2	189.0	182.9	223.8	240.4	252.3	239.4	262.6
SISKIYOU COUNTY													
Unincorporated	8.0%	158.3	182.5	227.5	252.6	269.6	289.4	311.3	335.6	376.0	404.3	512.5	402.3
Dorris	5.0%	3.6	3.6	4.0	5.0	3.9	3.9	4.8	3.9	4.2	3.6	4.4	4.2
Dunsmuir	10.0%	38.9	32.2	44.6	44.5	50.5	57.4	58.3	53.0	52.4	66.9	123.9	78.0
Etna	6.0%	0.1	0.3	0.2	0.4	1.1	2.3	3.3		7.3	3.3	7.6	6.2
Mt. Shasta	10.0%	208.9	254.9	200.4	249.0	256.7	291.2	306.6	331.9	396.0	463.0	476.5	478.6
Weed	10.0%	144.8	141.6	175.3	194.8	206.1	230.2	245.7	247.6	276.1	296.5	314.7	325.6
Yreka	10.0%	332.6	324.5	313.6	290.7	308.0	287.3	308.9	349.8	388.7	393.6	407.4	437.8
SOLANO COUNTY													
Benicia	9.0%	75.7	112.6	130.8	127.7	138.1	108.2	125.9	156.0	178.3	205.6	162.2	211.3
Dixon	9.0%	17.3	44.8	61.5	67.2	71.5	73.5	122.4	135.5	199.0	202.9	178.9	165.3
Fairfield	10.0%	696.8	655.9	683.7	816.0	787.4	814.3	802.6	1,203.7	1,335.7	1,282.3	1,100.0	1,365.2
Rio Vista	8.0%	6.9	3.1	14.9	13.6	17.7	12.3	15.7	20.1	25.7	22.4	18.2	22.4
Vacaville	8.0%	224.7	288.2	245.9	178.3	364.1	587.8	637.7	458.9	609.1	688.7	941.3	897.7
Vallejo	11.0%	946.8	951.2	969.5	945.5	1,083.6	1,150.7	1,449.1	1,812.8	1,920.4	1,823.8	1,507.7	1,443.4
SONOMA COUNTY													
Unincorporated	9.0%	2,463.4	2,826.9	3,025.9	3,279.4	3,640.7	4,149.8	4,475.6	5,043.2	5,659.0	5,517.1	5,284.5	5,217.3
Cloverdale	10.0%	17.0	34.0	26.4	18.1	28.6	25.9	33.4	30.8	29.0	17.7	21.0	47.5
Healdsburg	10.0%	218.2	239.0	269.9	299.7	357.7	322.1	459.3	498.2	542.1	665.2	880.3	908.0
Petaluma	10.0%	465.3	500.7	528.3	583.6	604.3	662.6	714.3	790.6	868.3	761.4	881.1	1,066.9
Rohnert Park	11.5%	859.1	892.9	909.8	983.5	999.9	1,132.2	1,200.8	1,381.9	1,582.5	1,339.2	1,364.7	1,368.2
Santa Rosa	9.0%	1,530.0	1,552.2	1,686.6	1,871.5	2,019.7	2,355.8	2,555.7	2,989.5	3,375.2	2,990.9	3,093.5	3,036.0
Sebastopol	10.0%							67.6	104.6	204.3	235.2	238.2	233.2
Sonoma	10.0%	287.6	346.8	362.1	456.1	475.5	537.4	686.6	856.1	1,215.7	1,576.1	1,695.5	1,898.1
Windsor	10.0%												216.8

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## California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
<b>STANISLAUS COUNTY</b>													
Unincorporated	8.0%	190.8	194.9	191.1	191.9	129.6	147.8	168.3	325.3	469.6	469.5	573.6	607.3
Ceres	5.0%	21.4	13.5	19.0	14.0	15.0	21.0	26.2	30.9	38.7	50.5	69.4	78.1
Modesto	9.0%	1,390.1	1,449.1	1,619.7	1,610.4	1,608.1	1,600.2	1,821.4	1,838.0	2,148.4	2,119.8	1,993.9	2,110.9
Oakdale	7.0%	83.0	82.9	79.4	93.7	95.7	119.5	129.6	157.6	159.4	162.7	170.7	188.2
Turlock	9.0%	167.4	207.6	166.4	187.6	226.7	220.8	177.0	312.6	282.4	298.1	260.2	270.9
<b>SUTTER COUNTY</b>													
Yuba City	10.0%	208.5	201.2	205.6	199.7	211.4	190.7	237.5	240.4	374.2	421.8	531.3	549.9
<b>TEHAMA COUNTY</b>													
Unincorporated	8.0%	9.6	8.9	9.1	12.0	14.9	25.0	28.3	35.1	33.4	28.9	26.8	30.5
Corning	10.0%	122.8	142.7	155.7	181.9	176.4	184.8	196.9	196.8	190.5	221.0	339.0	172.9
Red Bluff	10.0%	306.4	311.4	340.4	343.1	325.7	328.3	371.9	397.5	403.7	459.9	458.1	471.0
<b>TRINITY COUNTY</b>													
Unincorporated	5.0%	182.1	198.4	205.5	212.1	141.4	147.2	139.2	156.1	154.5	135.9	146.4	159.3
<b>TULARE COUNTY</b>													
Unincorporated	10.0%	554.6	568.5	513.8	513.5	503.1	586.3	598.5	681.9	737.6	831.3	850.5	885.3
Dinuba	10.0%	1.8	1.2	2.7	23.4	36.2	42.7	49.3	46.7	54.4	61.3	58.0	51.7
Exeter	4.0%	1.4	1.7	2.2	4.3	4.9	5.4	6.2	21.5	18.3	80.0	26.2	27.0
Lindsay	8.0%	40.5	33.0	28.8	30.7	25.6	27.5	35.5	30.8	31.5	20.9	33.5	35.4
Porterville	8.0%	158.2	165.8	165.9	163.7	154.0	167.9	167.7	174.6	187.9	186.0	194.1	224.6
Tulare	10.0%	207.8	217.4	296.0	282.4	238.6	491.6	363.7	722.0	565.2	563.7	562.4	645.3
Visalia	10.0%	806.0	970.5	1,058.6	1,084.8	1,166.5	1,147.0	1,189.9	1,218.3	1,222.6	1,341.4	1,371.7	1,350.7
<b>TUOLUMNE COUNTY</b>													
Unincorporated	8.0%	646.9	693.4	703.1	695.4	744.5	842.4	880.8	894.2	955.6	953.2	1,084.5	1,122.1
Sonora	8.0%	167.1	179.9	160.7	162.8	157.2	178.9	180.0	187.7	194.1	227.6	228.9	205.0

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## California Transient Occupancy Tax by Jurisdiction

		Fiscal Year											
		Amounts in \$000											
	*Rate	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
VENTURA COUNTY													
Unincorporated	8.0%	58.1	59.3	65.8	69.3	69.3	88.5	103.1	119.5	133.4	139.9	229.9	228.0
Camarillo	9.0%	557.3	612.1	778.0	739.4	766.6	813.6	843.9	974.0	1,154.9	1,253.1	1,158.8	1,390.9
Fillmore	10.0%	34.9	42.2	33.9	37.1	35.4	45.6	41.8	48.7	52.9	50.5	47.0	40.1
Ojai	10.0%	684.8	700.2	911.3	929.6	963.9	1,081.4	1,324.4	1,528.2	1,723.0	1,669.8	1,847.5	618.3
Oxnard	10.0%	1,208.9	1,462.7	1,348.2	1,445.4	1,626.7	1,763.0	1,907.7	1,876.5	2,328.2	2,321.8	2,247.8	2,275.9
Port Hueneme	10.0%	183.3	176.8	179.0	201.5	209.0	218.9	234.7	237.3	264.4	251.7	247.2	297.7
San Buenaventura	10.0%	1,762.9	1,758.0	1,849.5	1,997.7	2,256.7	2,310.4	2,508.3	2,436.7	2,896.9	3,017.5	2,835.6	3,169.7
Santa Paula	10.0%	48.2	48.4	49.5	61.6	58.4	65.5	45.7	70.9	75.3	92.0	98.8	114.8
Simi Valley	10.0%	408.1	433.8	494.3	562.7	593.7	698.1	785.2	907.2	885.1	998.3	894.1	976.1
Thousand Oaks	10.0%	1,108.5	1,238.6	1,206.7	1,272.6	1,405.4	1,530.5	1,721.5	1,983.2	2,202.7	2,200.0	1,900.0	2,100.0
YOLO COUNTY													
Unincorporated	8.0%	83.8	74.2	74.1	74.3	71.3	78.7	82.0	79.9	81.5	84.1	78.2	58.4
Davis	10.0%	324.3	385.6	347.1	396.5	395.6	458.1	595.0	704.5	1,148.6	881.6	909.0	981.1
West Sacramento	8.0%	404.9	349.5	349.5	352.1	344.0	388.6	454.7	470.9	521.5	535.1	546.7	568.4
Woodland	10.0%	331.2	344.0	363.4	360.3	410.5	445.8	468.9	431.1	471.6	577.2	579.3	715.6
YUBA COUNTY													
Unincorporated	10.0%	42.9	38.5	31.0	36.2	30.7	29.7	16.6				95.9	180.3
Marysville	10.0%	57.9	59.9	56.4	55.6	57.5	42.1	61.1	48.3	64.3	58.2	58.1	72.8

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## **APPENDICES**

*APPENDIX A. REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY*

*APPENDIX B. DEFINITION OF TERMS*

*APPENDIX C. TRAVEL INDUSTRY BUSINESS CLASSIFICATIONS*



## **REGIONAL TRAVEL IMPACT MODEL (RTIM) METHODOLOGY**

### **TRAVEL IMPACT ESTIMATION PROCEDURES**

#### **TRAVEL SPENDING**

**Hotel, Motel, B&B.** Spending on commercial accommodations by hotel and motel guests is estimated from Transient Occupancy Tax (TOT) collections at the city/county jurisdictional level. Spending by hotel and motel guests in other business categories, such as food and transportation, is estimated using spending distributions reported in the visitor survey data. The spending distribution shows how travelers divide their spending between lodging and other purchases.

**Private Campground.** Spending by campers using commercial campgrounds is estimated from the number of commercial campsites, the average occupancy of these campsites reported by the California Travel Parks Association, and the average daily expenditures of visitor camp parties reported in survey data. Spending in other business categories is estimated in the same way as for hotel guests.

**Public Campground.** Spending by campers using public campgrounds is estimated from visitor counts at national and state parks, national forests, and state and federally managed recreation areas, and then multiplying the visitation by daily spending estimates from the visitor survey.

**Private Home.** Spending by private home guests is determined from visitor survey data estimating the number of visitors staying as guests of friends and relatives, and applying these rates to the household population base in individual counties.

**Vacation Home.** Estimated spending by vacation home renters and owners is based on a ratio derived between the number of visitors staying in commercial accommodations and those staying in vacation homes and the relative expenditure levels for each type of visitor. The state total is then distributed among the counties using housing data from the U.S. Bureau of the Census.

**Day Travel.** The share of day visits as a percentage of total travel is estimated from visitor survey data and applied to average daily spending estimates to produce day visitor spending.

*Note: All visitor survey data referenced in this study was provided by D.K. Shifflet & Associates, with the exception of data pertaining to camping. This information was obtained from a study of campers in California conducted by Dean Runyan Associates.*

**Air Transportation.** Visitor spending estimates for air transportation are derived from the Origin-Destination survey conducted for the Bureau of Transportation Statistics. Employment and earnings estimates are derived from industry receipts, payroll, and employment data for passenger traffic. The impacts of air cargo operations on scheduled passenger flights are not included in these estimates.

and corporate income taxes are also included.

**Travel Arrangement Services.** This category consists of travel agents. All estimates are based on employment data provided by the Bureau of Labor Statistics and the Bureau of Economic Analysis. Sales (not shown separately) reflect the commissions and fees earned, not the full cost of the item purchased (e.g., airline ticket).

#### **RELATED TRAVEL IMPACTS**

**Total Earnings** generated directly from traveler expenditures are estimated from the payroll-to-receipts ratio obtained from the 1997 Economic Census for the State of California, and earnings estimates from the Bureau of Economic Analysis.

**Employment** in each business category is calculated from payroll data from the Bureau of Labor Statistics, and total employment and earnings estimates from the Bureau of Economic Analysis.

**Local Taxes** consist of local room taxes, or transient lodging taxes, and local sales and use taxes applicable to traveler purchases.

**State Taxes** consist of state sales taxes applied to traveler spending on accommodations, retail shopping, restaurant meals, motor fuel, and automobile rentals plus the state fuel tax levied on motor fuel purchases. Personal



## **DEFINITION OF TERMS**

**Accommodation:** Spending for lodging by hotel and motel guests, campers and vacation home users.

**Air Transportation:** Air passenger spending attributable to travelers in and to California. The spending total includes air travel spending made outside California for travel to California, purchases by California residents who travel outside the state, and air travel within the state.

**Campers:** Travelers staying at RV parks and commercial campgrounds or at public campgrounds such as those in State or National Parks.

**Day Visitor:** A traveler whose trip does not include an overnight stay and who travels out of his/her local area (50+ miles one way).

**Destination Spending:** Spending by travelers at or near their destinations. This excludes spending on air transportation and for travel arrangement. All automobile operating expenses are included in the ground transportation component of destination spending.

**Earnings:** Total earnings include wage and salary disbursements, other earned benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

**Eating, Drinking:** Businesses serving food and beverages for immediate consumption. In addition to table service restaurants, this category includes fast-food outlets and refreshment stands.

**Employment:** Industry employment (jobs) associated with the travel-generated payroll and proprietors. This includes both full- and part-time positions.

**Expenditures:** Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes paid by the traveler at the point of sale.

**Food Stores:** Grocery stores, supermarkets, fruit stands, retail bakeries, and other businesses selling food for consumption off the premises.

**Ground Transport:** Spending on car rentals, gasoline and other vehicle operating expenses, and on local transportation such as taxi or bus.

**Hotel and Motel Guests:** Travelers staying in hotels, motels, resorts, bed & breakfast establishments, condominiums, and other lodging places where the transient lodging tax is collected.

**Local Tax Receipts:** Tax revenue collected by counties and municipalities, as levied on applicable travel-related businesses (includes the transient lodging and local sales taxes).

**Private Home Guests:** Travelers staying as guests with friends or relatives.

**Receipts:** Travel expenditures less the sales and excise taxes imposed on those expenditures (also referred to as business receipts).

**Recreation:** Spending on admissions to artistic events, entertainment and recreation.

**Retail Sales:** Spending for gifts, souvenirs and other items (excludes spending listed separately, such as food stores or recreation).

**Spending Distributions:** Information from visitor surveys showing how spending by each type of visitor is divided between various business categories.

**State Tax Receipts:** State sales taxes, business and occupation taxes, motor fuel taxes and car rental taxes attributable to travel expenditures.

**Transient Lodging Tax:** A local tax charged on lodging (also referred to as room tax, transient occupancy tax, hotel tax or bed tax).

**Travel:** A day or overnight trip that is not of a local or commuting nature. Travel may be for business or pleasure purposes.

**Travel Arrangement:** Spending for fees paid to travel agents and tour operators.

**Vacation Home User:** Travelers using their own vacation home or timeshare and those renting a vacation home or privately owned cabin where transient lodging tax is not collected.

**Visitor:** A person traveling to or through California. A visitor may be a California resident or a resident of another state.

## TRAVEL IMPACT INDUSTRIES MATCHED TO 1997 NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722) Residential Property Managers (531311)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487) Miscellaneous Industries (see note**)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Travel Agencies	Travel Agencies (56151)

Notes: \*Government enterprises (e.g., park systems) are included in this classification.

\*\*Includes parts of industries in other sectors (e.g., accommodation, charter bus).

A more detailed description of these industries can be found at <http://www.ntis.gov/naics>.